Southern HARDWARE

GARDEN TOOLS



. SO CAN YOU

In place of an old-fashioned mixed stock, he features a mass display of one brand of lawn and garden tools - all finished alike with matching blue handles and gold trim . . .

the only blue-handled tools on the market - nationally advertised, sold through independent dealers at full profit . . .

a line that is complete for every need, including new items to interest old customers . . .

easier to sell all customers because of their eye-appealing finish and extra light yet strong construction . . .

This mass display of matching SPEEDLINE tools typifies the most modern merchandising principles used by successful deplers

and giving every customer a reason to buy all his tools from you because they match.

Add up these advantages. It will pay you to concentrate on SPEEDLINE. Your UNION jobber can supply you.

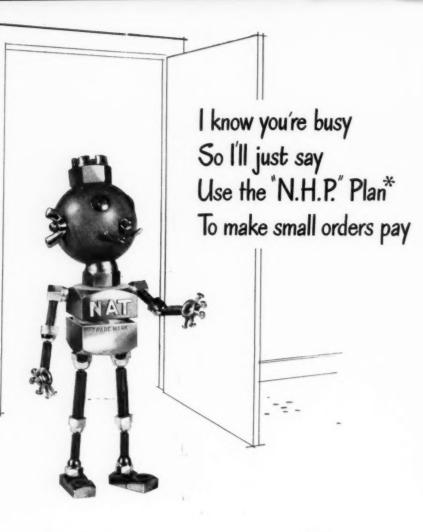
New Buying-Selling Catalog - 64 pages showing every standard pattern of lawn, garden and farm hand tools your customers may ask for, and how to sell them. Also shovels, spades and repair handles. If you do not have a copy of this valuable guide



ask us to send you Catalog No. 17.

THE UNION FORK & HOE CO.

Columbus B. Ohio



*National Hardware Packing saves handling time and cuts shipping costs on fastener orders in lessthan-case lots. Carriage, Machine and Lag Bolts and Cap Screws are packed in strong corrugated containers averaging 25 to 30 pounds each . . . can be reshipped in original container without repacking. Write for booklet.



Other "National" products include: HODELL CHAINS . CHESTER HOISTS



THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal. 3423 South Garfield Ave., Los Angeles 22, Cal.

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia, U. S. A. Subscription price in United States and processions \$1.00 per year.

Entered as second-class matter at the post office, Dalton, Guergia, under the Act of March 2, 1879.

Volume 120



Compare the price of steel roofing with that of any other sheet-metal roofing of equal weight and you'll see what we mean. Steel costs far less.

And if you compare the cost of steel roofing with that of other sheet-metal roofing on the basis of equal strength, the difference in cost is still greater. Sheet roofing made of other metals must be used in very heavy gages to equal the strength and stiffness of steel roofing in ordinary gages.

Bethlehem's Stormproof roofing is made from openhearth steel, either plain or copper-bearing, the strongest and most economical material commonly used for sheet roofing. This steel is coated with zinc to provide good corrosion-resistance and give long service.

Stormproof does not have a high initial cost and it does not require costly maintenance. It gives excellent protection in all kinds of weather, and it brings the retailer a dependable volume of business.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation.

STORMPROOF COVERS THE SOUTH





Vavis qualit greater value VALUES VALUES SINCE 1902

BUILT THE BEST-SELLS THE BEST

Now, more than ever before, your customers will appreciate the three-fold advantages of the new DAVIS line for 1951-

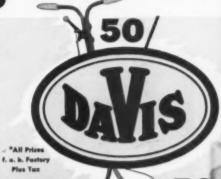
- (1) "Built the best" quality that insures longer service life.
- (2) Performance—model for model, hand or power—that appeals to your most exacting customers.
- (3) Confidence—faith and respect for the DAVIS NAME as a source of greater value since 1902.

And for you there's a fourth advantage-More Davis advertising to pre-sell your best prospects - plus DAVIS exclusive, salesclinching merchandising features.

Lead with DAVIS' bigger, better line for '51-See your Jobberor write us for full details.

G. W. DAVIS CORPORATION

RICHMOND, INDIANA, U. S. A. . Established 1902





biggest value in 18" power mower SALES LEADING DAVIS 50/50

Every quality feature plus exclusive Davis Safety Flex-A-Matic Clutch. Simplest, Safest.

- Briggs & Stratton and Clinton 1,1 H.P. Engine
- -Hyatt Automotive Precision Roller Bearings Semi-Pneumatic Rubber Tires
- -Flex-A-Matic Clutch with Full Safety Release

MODEL 51 \$115.95*

20-inch cut Vertical-Type Clinton 11/4 to 2 H. P. Engine



Mare Davis National Advertising

Heavy-Duty Model B & S-18 or C-18 Heavy-Duty Model B & S-18 of C-18 Engine: Briggs & Stration or Continental L1 H.P.—Single V-Belt Drive serves as citate, Holize Chain Drive soundershaft in roel. Controls: Direct, conveniently located hand lever for V-belt (light, Finger-Ing throttle control. Timbae Tapered Adjustable Roller Bearings on roel shaft. Crocible Chrome Alloy Blades. Exclusive Davis Single-Screw Adjustment. Cutting width IB*, Value lander in its class.

Heavy-Duty Model B & S-22 or C-22 Heavy-Usity Medel 8 & 3-72 of C-72 Engine: Briggs & Stration or Confinential 1/2 N.P.—Simple, accessible Deal V-Bolt Brise serves as cluster. Bridge: Thair Drive Countershaft to reel. Controls: Direct, conveniently located hand lever for clicito, Finger-tig throttle control. Timken Taperod Adjustable Roller Beatings on ired shaft. Crouble Chrisme Alby Blates. Exclusive Deve Adjustment. 3 dods a best buy in a heavy-duty mower with 22° cst.



Exclusive Davis Safety FLEX-A-MATIC CLUTCH



A V-Belt Automatic

DAVIS UNIT BOXED! EXCLUSIVE! PATENTED!

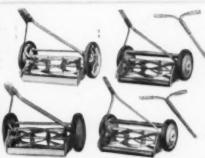


Competitive MODEL 33

Outstanding Value at Low Price . Automotive Rallist Bearings = 10° Solid Rubber Tires = 5 Blades = Four Spiders + Figh Carbon Steel + 16-Inch Cut . Wood Handle w Metal Handle Irons . Davis Unit Boxed . Color; Gold with Red Trim

4-Square MODEL 66

New! Improved! Smartly Designed . 10" Wheels • Semi-Presumatic Rub-ber Tires • Five 6" Reel Blades • Four Spiders • Automotive Roller learings - High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut • Wood Handle with Metal Han-die Irons • Davis Unit Boxed • Canary Yellow with Canterbury Blue Trim



Whispering MODEL 77

S'reamine Styling • 10" Wheels • Seme-Passmalic Rubber Tires • Fise 6" Root Blades . Four Spiders . Automotive Roller Bearings . High Carbon Steel Lipped-Edge Cutter Blades - Size: 16-Inch Cut - Tubefar End Metal Handle with Plantie Handle Grips • Davis Unit Boxed • Color: Comber Green with Gold Trim

Whispering MODEL 78

Deartiful | StreamEned | . 10" Wheels Semi-Personatio Rubber Titres
 Five 6" Reel Blades
 Foot Spiders
 Precision Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut . Tubular Metal Handle with Plastic Handle Grips - Chrome Plaint Real Shield - Davis Unit Board -Color Canterbury Blue with Gold From

hottest selling line in **AMERICA**

ORIGINAL NYLON FISHING LINE are you getting your share of this business? WESTERN FISHING LINE COMPANY Glendale 4. California

Get in the Swing EARLY
for porch swing set PROFITS



Stock up now on these good-looking, long lasting, Hodell Porch-Swing Sets. They're tops—standard equipment with over sixty per cent of swing manufacturers. Each set includes two complete Y-type chains and a pair of ceiling hooks—everything needed to hang a swing. The chain is the neat, sturdy Bulldog pattern, a popular seller with the hardware trade for many years.

Order now through your jobber for spring and early summer selling. Don't wait until too late, as the supply may be short.

HODELL

Serves the Best

Hodell Chain Company, Cleveland 3, Ohio Div. of National Screw & Mfg. Co.



Hodell Porch-Swing Chains are packaged in complete sets . . . one set to a box, clearly and attractively labeled.

BIGGEST NAME IN PLUMBING RUBBER PRODUCTS



No. 5 Lucky Strike GARDEN HOSE WASHERS

12 Garden Hose Washers per envelope; 25 labelled cellophane envelopes to colorful display carton.



Security BLACK SOLID BASIN, BATH LAUNDRY TUB STOPPERS

Solid base section for long, non-swelling usage! 12 to handy telescope bax.



No. 34 CRUTCH TIP ASSORTMENT

34 crutch tips, 48 tack bumpers, 21 suction cups — all in assorted sizes, and 58 additional sizes and types of popular bumpers.



Made Right! Priced Right! Packaged Right!



YOUR COMPLETE PLUMBING RUBBER DEPARTMENT

Tank Balls • Faucet Washers • Force Cups • Hose Washers • Basin Stoppers • Repair Assortments



A Family of Great Products-Every One a Volume-Builder!

De Luxe Household Metalware is designed and built to create customer-satisfaction and good will. Heavy-weight materials—carefully fabricated and attractively finished—assure the kind of servicethalusers like—and talk about.

Because De Luxe Household Metalware is built to please users — because it is Nationally Advertised in magazines reaching millions of readers Since De Luxe is a complete line — including Colored Ware, Galvanized Ware, Tinware, Mop Pails, Garbage Pails, and Ash Cans, every need in this field is a dequately met under the De Luxe label. Na wander consumers everywhere prefer De Luxe.

— and because it is available in a truly complete line — De Luxe is a real sales-builder, and a real maneymaker, for you!







Be sure to stock, feature, and sell De Luxe Household Metalware. Talk to your Jobber's Representative about it now.

SCHLUETER MFG. CO. . ST. LOUIS 7, MO.

NEW SALES WINNING COMBINATION...



GREAT ROOFING NAMES COMBINE TO HELP YOU BUILD SALES & PROFITS

Reynolds Lifetime Aluminum Raofing and SSirco SService — a new combination that means bigger profit — better business for SSirco dealers!

To bring you this sales-winning combination. Southern States is now distributing aluminum roofing and building products under the famous Reynolds LIFETIME trademark.

This trademark will add \$5 to your SuleS because LIFCTIME Aluminum Roafing is nationally advertised by the Reynolds Metals Company, is known and used by building owners throughout the country. You can tie-in your local advertising with the big national campaign — turn the Reynolds demand in your trading orea into sales and profits for your store.

HERE ARE YOUR SALES AIRS



1/7



R MATS





There is no better roofing than Raynolds LIFETIME Aluminum Roofing . . . and no better service than SSirco SService — Service with a double "S"! Let this powerful combination work for you. Write your nearby SSirco Warehouse for prices today!



SOUTHERN STATES IRON ROOFING COMPANY



This is the story of a man who for years had managed a store carrying a well-known paint line. During these years, he had watched a competitive line (Lowe Brothers) marching steadily ahead in consumer preference—and was impressed by the powerful advertising and promotion support Lowe Brothers gave their dealers. When he decided to go into the paint business for himself, he was already sold on handling the Lowe Brothers line.

At the end of his first three months, this dealer had netted \$3,000 profit! In six months he had lined up over 30 painters as regular customers. Now, he is averaging between \$30,000 and \$40,000 paint business a year! Yes, Mr. "L. B. Dealer" is really in the paint business today, because he took advantage of Lowe Brothers quality to build consumer acceptance rapidly—and has made excellent use of Lowe Brothers aggressive merchandising programs.

This success was not an accident. It came from a winning combination of product quality, packaging, advertising, and consumer appeal. Many other Lowe Brothers dealers, from Maine to Texas and from Washington to Florida, have the same story to tell. Line up now with Lowe Brothers for far more profit from paint. Write today for complete agency details.

The Lowe Brothers Company . Dayton 2, Ohio

* Name on request.

Lowe Brothers



DISTINCTIVE PACKAGING



CONSISTENT ADVERTISING



CONSUMER APPEAL

THE ORIGINAL IS STI

IS STILL THE BEST!



In 1892 The Ruberoid Co. produced the first roll of readyto-lay asphalt roofing ever made. Now nearly 60 years later, genuine Ruberoid Roll Roofing still leads the field, setting quality standards around the world. Many Ruberoid Roofs applied over thirty years ago are still giving service.

Cash in now on this customer-satisfying product.

Ruberoid's quality and time-tested performance will mean easier sales and greater profits for you. When you sell Ruberoid Roll Roofing, you sell a product that builds both your present profits and your future business!

Expand Your "Best-Seller" List with these Ruberoid Sales-Making Products:

Dubl-Coverage Tite-Ons... the "hurricaneproof" shingle with the beautiful basket-weave pattern.

Stonewall Asbestos-Cement Board . . . the universal building material that is hard, rigid, almost indestructible, yet easy to "work."

Asbestos-Cement Siding . . . beautiful color and texture, fireproof, rotproof. A revolutionary new concept of sidewall treatment.

Building Materials for Home, Farm and Industry



The RUBEROID Co.

Executive Offices: 500 Fifth Ave., New York 18, N.Y.

SOUTHERN PLANTS and SALES OFFICES:

Baltimore, Md. Dallas, Texas Mobile, Ala.

hilly lawns & Wed Patches

Whatever the Grass Cutting Problem...

acobsen

Has the Answer

WORTHINGTON

REAR DRIVE MOWERS

for Landscaped Lawns

Reel type mowers with rear drive for close trimming and superb smoothness of cut. Three sizes: 21, 24, and 30-inch cutting widths (including riding type).

SIDE WHEEL MOWERS

for Fast, Open Cutting

Noted for rugged stamina and easy handling on lawns of all sizes. Three models: cutting widths from 21 to 26 inches (including riding type).

ROTARY DISC MOWERS

the Combined Purpose Machines

Ideal town and country mowers because of their ability to cut all growths quickly, cleanly. Seven models: cutting widths from 18 to 62 inches (including riding type).

POWER UNIT WITH LEAF MILL, SICKLE MOWER, LAWN MOWER

Here's a new labor-saving combination. With these attachments. the Model A does the work of three machines, handling weed cutting, lawn mowing and leaf disposal jobs quickly, easily. The dependable quick-starting Jacobsen engine has ample reserve power. Attachments mount easily, with only

three nuts to tighten.



Write for full details on the new Jacobsen-Worthington sales program — planned for your maximum profits - with the most complete line in the industry.



RACINE, WISCONSIN

SEND FOR YOUR 1951 GRANDSLAM



The 1951 Louisville Grand Slam golf chalog is ready for your inspection. Produced beautifully in full color, we tool confident that you'll find it helpful in making your selections for this year.

IN FULL COLOR



GRAND SLAM

There are two different editions — one with bind-

ing margins and one without.

Take advantage of this offer and reserve

all the copies of either type you need now.

Address requests for your free copies to Dept. SH.

Lowisville
GRAND SLAM
GOLF CLUBS

HILLERICH & BRADSBY CO., INC.

LOUISVILLE 2, KENTUCKY

Also makers of famous Louisville Slugger Bats

Clemson's BIG 3

is bigger and better than ever





RETAIL PRICE \$27.50



CLEMSON E-17
REFAIR PRICE
\$32.95*





- backed by
- extra-powerful
- merchandising and advertising

Clemson is going all-out to make 1951
your biggest and best mower year. First
—with a buy-inviting, heavy advertising
campaign in Saturday Evening Post,
House & Garden, Better Homes & Gardens,
American Home—a campaign that pre-sells
prospects right in your own territory.
Second—with a merchandising program
that's action-packed. Newspaper mats,
point-of-sale display cards, folders—they're
all ready to go to work for you—without cost!

Everyone of the three Clemson Mowers is absolute tops in its price class—and there's a price for every buyer's budget. No other mowers offer as many sellable features—extra durability

without extra weight—extra ease of handling—extra even mowing—extra easy adjustment of height and shear. Get these gleaming, canary yellow beauties on display today—and send for your supply of FREE selling aids.

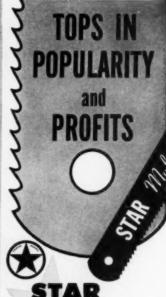
Clemson Lawn Machines are sold exclusively to retail outlets through recognized distributors

@7148

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RUSH	ME	☐ HEW	SPAPER	MATS .	D F0	LDERS	
100	0	COUNTER	CARDS	[] PO	CKET	SALES	MANUA
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*Prices slightly higher Denver West and subject to change without notice

Fact-packed slide film on Clemson Mowers NOW AVAILABLE for Distributor Sales Meetings!



Molyflex

Here's the hacksaw blade that's zooming profits for distributors and dealers the country over. STAR Molyflex delivers a better cut every time even when it's used by a tyro. Unbreakable when used in a frame, STAR Molyflex is the high speed blade you can sell to everyone. The customer gets longer life, better cutting qualities—yow get four times the profit per blade sold. Test prove STAR Molyflex cuts 23.8% more metal than the average of leading high speed flexibles.

HERE'S A BETTER METAL-MARKING CRAYON

Steelrite Crayons mark clearly on hot, cold, damp and grimy metal-withstand pickling but won't affect enameling. Packaged for counter sales.

CASH IN WITH STAR SELLING AIDS

Month after month Clemson sells Molyflex in leading industrial papers. In addition, Clemson supplies you FREE with the famous wall churts and neural cutting booklets chancully belp yourstoners do a better metal cutting job. PLUS-No. 3,66 Counter Display Cards, bolding 10 Molyflex Blades; No. 45 Display Cards that sell 3 unbreakable special flexible blades at a time. Order from your jobber TODAY.



Makers of hand and power hack sow blades, frames, metalcutting band sow blades and Clamson Lawn Machines

HELP YOUR CUSTOMERS GET FUNCTIONAL SIMPLICITY



by offering them Space-Saving

STANLEY SLIDING DOOR HARDWARE

Specially designed Stanley Hardware answers all sliding door needs. Every detail spells perfection. Doors glide smoothly in a V-shaped track. And you can adjust them simply with a screw driver after installation without removing trim.

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT.



Reg. U.S. Pat. Off.

HARDWARE . TOOLS . ELECTRIC TOOLS . STEEL STRAPPING . STEEL

Select the Correct Stanley Hardware for all these installations
— and many more
Complete, simplified plans packed with every sel

Single Door with packet.

Single door mounted inside closet.

Double doors with packets.

Double by-passing doors.

Three by-passing doors.



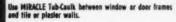
DESCRIPTION: MIRACLE Tub-Caulk dries to a white glossy velvet-like waterproof flatsh within one hour on any surface. Dues not yellow even under continued use of harsh scouring pewders, grease, acids, or alkalis. Unlike conventional scalers it contains no lime, cement, plaster of paris, or drying oils . . . It is 100% resin. It will remain elastic, pliable, and sufficiently soft, expanding or contracting with the joint it seals.

DESCRIPTION: MIRACLE Black Magic ADHESIVE is not just "another glue". It is a heavy-bodied solvent-type mastic — black in color as the name implies — which sets without heat or pressure to a strong, lasting waterproof bond.

Don't compare Black Magic to any transparent cements, pastes or glues now in your store. It is as different from these as day and night — both in properties and uses. Only Black Magic will do the job permanently — indoors or out.

APPLICATIONS:

Use MIRACLE Tub-Caulk for filling cracks between bathtubs or sinks and walls.



Use MIRACLE Tub-Caulk for sealing channels and mould-ings which hold fileboard wherever dampness or mois-ture is a factor.

Use MIRACLE Tub-Caulk for waterproofing around

To bond door saddles and thresholds to concrete or metal floors — also to bond abrasive stair treads without necessity of drilling, use TYPE M.











Eliminates drilling — bonds soap dishes, towel racks, etc. direct to tile and other type wells.



APPLICATIONS FOR HOUSEHOLD USE:

Fastening rubber gaskets, strips, and bumpers on car doors, refrigerators, etc.



Replacing loose tile in walls, floors, mantels, tables, etc.



Acts as a lockwasher or expansion bolt to keep bolts and nuts in place and to stop rattling.



To replace mirrors in compacts -- bend glass, etc.





TYPE P.

IN THE BUILDING FIELD

MIRACLE BLACK MAGIC ADHESIVE

To attach metal or plastic moulding to sink or counter tops — use TYPE M. To install lineleum on sinks and counter tops or in damp areas — use

To mount nameplates, paper towel dispensers, metal or clay tile — or metal sheeting for splash-backs and table tops, use TYPE M.

WRITE TO-DAY FOR A FREE SAMPLE OF NEW MIRACLE WALLBOARD CEMENT

214 EAST 53rd STREET . NEW YORK 22. N. Y

Now, real money in rope for YOU with PLYMOUTH'S 3-WAY SELLING PLAN

Sell rope the way
you want to sell
and the way
your customers
want to buy

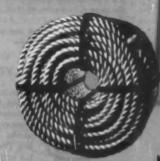
by the PACKAGE



off the



OR from the



There's proved profit in Plymouth Ship Brand Manils Rope when you stock and display the right sizes in the right quantity for your business. With one or two of Plymouth's three Merchandising Units . . . HandyPak, SalesRak, SalesMaker . . . you are assured of fast turnover, maximum sales volume, with low dollar investment, minimum inventory.

If your customers are mainly homeowners, get the HandyPak package display. If your customers call for odd lengths in small sizes, or if you wish to meet increasing demands, install the SalesRak spool unit. If your trade is big valume in varied sizes, requiring full or half coils up to 1" diameter, buy the SalesMaker. You can't miss with any one of these field-tested sales units.

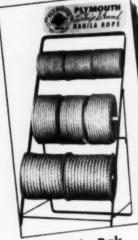
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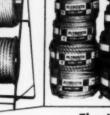
Which will sell most for you?

SALES UNIT 2

SALES UNIT 1

SALES UNIT 3









The SalesRak

The HandyPak

The SalesMaker

Complete with display and dispensing rack as shown. Complete unit contains 24 spools (9 x 1/4". 9 x 3/8", 6x 1/2"). The 1/4" and 3/8" sizes are connected in units of 3 x 100' spools. The 1/2" size is connected in units of 2 x 100' spools. Rack holds 3 x 1/4", 3 x 3/8", and 2 x 1/2" spools at one time. See your jobber for prices.

Contains 15 attractively packaged individual coils, in 50' and 100' lengths. Provides initial stock for the retailer who has a steady but small demand, and wants to build volume in "impulse-buying" merchandise. Designed to fill the universal demand for rope for household needs. Replacement coils available. Prices from your jobber.

Displays, measures, and cuts rope in any six sizes up to 1° diameter. Designed for retailers whose volume justifies inventory in full or half coils. Rope may be fed from basement, overhead, shelves, or floor. Nearly 4,000 retailers testify to increased rope sales of 25 to 100% with this unit. Cost: \$17.50 net. (Counter model: \$12.50 net.)



IF YOU SELL BINDER OR BALER TWINE

Plymouth "Red Top" and "Green Top" Binder Twines are designed for fast, economical, trouble-free operation in the fieldpioneered 65 years ago, when the grain binder was introduced, and constantly improved to keep pace with modern farming requirements. Plymouth Baler Twine is also engineered to do its specific job. The first baler twine made, it was designed in cooperation with the originator of the automatic twine-using, pick-up hay baler.





Get in touch with your jobber today, so that you can review with him which of the 3 Units in the Plymouth 3-Way Plan is best suited to your present rope market

LYMOUTH CORDAGE COMPANY, PLYMOUTH, MASS.

STOP, LOOK and BUY



Yours FOR JUST THE COST OF THE LURES ATTACHED!

NO. 103 834 x 11 inches

LIST PRICE \$295

FOR L&S TROUT-MASTERS

INDESTRUCTIBLE PLASTIC SALT WATER LURES
Model 55 \$1.10 Model 60 \$1.10
Model 65 75c

NO. 102 81/2 x 11 inches

LIST PRICE \$500

LURES INCLUDED:

PIKE-MASTER \$1.40 PANFISH-MASTER \$1.10 BABY CAT \$1.25 BASS-MASTER \$1.25



Get these extra salesmen to work for you absolutely free!

L & S lures sell themselves with these colorful counter and window display boards available to you for only the cost of the lures attached. "Wood stand included; complete color and pattern chart on back. L & S lures are nationally advertised in leading sports and men's publications.

ORDER FROM YOUR JOBBER

L & S BAIT COMPANY, INC.

Backbone!



Musical extravaganzos were enacted under this giant tent at the Chicago Fair. It accommodated an audience of 2,000,

Over 14,000 feet of Columbian Pure Manila Rope were used in this mighty tent. Columbian Rope was its very backbone — spiderlike Columbian network supported the canvas — Columbian guyed the poles — staked down the canvas.

That's a responsible job — but Columbian's a

dependable Rope. Every fibre resists wear, water and abrasion — every foot is guaranteed for quality, strength, durability, service. Columbian is quality controlled from the moment the fibre is selected in the Philippines till the finished rope is wrapped for shipment. Sell Columbian and be Sure.

COLUMBIAN ROPE COMPANY

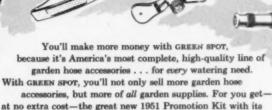
440-70 Genesee St., Auburn, "The Cordage City", New York



Make Bigger Profits with this Bigger Line

of garden hose accessories!





unique, full-color window display that features lawn mowers, seed, fertilizer, etc. with GREEN SPOT. It's the greatest "related-selling" idea ever to hit the garden business. The Kit contains everything you need to make your store a profitable "Garden Headquarters" . . . beautiful, easelmounted, window backdrop; matching side panels, listing items vital to lawn care; easy-to-follow diagrams for window set-up and counter display; window banners; give-away booklets on lawn watering; counter card;

dealer newspaper ad service; and other free sales helps. GREEN SPOT will mean greenbacks for you, if you see your wholesaler now.







BIGGEST GARDEN GOODS WINDOW IDEA!

Feature not only GREEN SPOT, but all "related sales", in this unusual manufacturer display that boosts all garden goods. You can get this display, and the wealth of other sales helps, through your wholesaler—no assortment to buy, no fixed minimum order required.



IT'S THE

WEATHER-MATIC TOP VALUE, TOP QUALITYI

WEATHER-MATIC'S the new queen of automatic sprinklers! Polished chrome arms ride on ballbearings. Nozzles have distance markings for watering any circular area from 10-50 ft. Rustproof. Moving parts breas.





GARDEN HOSE ACCESSORIES

SPRINKLERS - FAN SPRAYS - HOSE NOZZLES - QUICK CONNECTORS COUPLINGS - HOSE MENDERS - CLAMPS - NIPPLES - GOOSENECKS



A Model 9-F Posture Back Kitchen Chair: All-plastic uphalstery on seat (25° high) and back. Posture back adjusts two ways. Chromium finish. Five colors.

B Medel 4-D Step Steel: Rubber-treaded, "swing-away" steps. All-plastic upholstery on seat (24" high) and form-fit back. Chromium finish. Five colors.

© Madel 10-A High Chair: Removable chromium-plated steel tray. Adjustable footrest; unop-onleather safety strap. Chromium finish. All-plastic upholstery and enamel trim. Three colors.

D Model 8-F Utility Cert: Top, 17" x 24", height, 31" Chromium legs and hundles; 3" casters. Twocoat, baked-on enamel top and shelves—five colors.

E Model 14-A Youth Chair: For children up to eight. All-plastic upholstery on seat and back. Chromium finish. Four colors.

LHADER in quality: Compare Cosco's '51 line of household stools, chairs and utility tables. Look at materials, design, workmanship and prices. On all counts, Cosco offers more for your money and your customer's, LEADER in styling: Again in '51, Cosco styling and design set the pace . . . in comfort, convenience and appearance. Comparison proves that Cosco leads! LEADER in sales: It's a household word, "Cosco!" In '51, sell the "best-seller" of them all—Cosco! LEADER in advertising: In '51, Cosco launches its "greatest ever" advertising program. Total of 51 ads—all half-page or larger, in two or more colors—in 14 leading national magazines. Total circulation—27,519,181; total messages—102,775,048. Board

HAMILTON MANUFACTURING CORPORATION . COLUMBUS, INDIANA

COSCO

the band wagon today. Stock! Sell! Feature! Cosco!

Household Stools, Chairs and Utility Tables

In '51 — stock, feature the complete COSCO line!

Featured above are only five out of the 14 profit-packed Cosco products you'll want to stock—and feature—in your store. Remember! Cosco is the quality line: famous for its finer chromium and colorful, baked-on enamel finishes; sturdier, safer construction; smarter styling ... its beauty with durability.

NEW! FREE! Send today for colorful catalog giving full facts on every Cosco product—plus complete details on Cosco selling aids and great advertising program.

PENNSYLVAN FOR 1951

Pennsylvania dealers are getting ready for the biggest year in all Pennsylvania history. And no wonder!

Look at the NAME!

One of the oldest—certainly one of the greatest—names in lawn mowers. Quality leaders since 1877.

Look at the PRODUCT!

Grass-cutting by PENNSYLVANIA—power by BRIGGS & STRATTON. An unbeatable combination in the power mower field. Quality you can demonstrate—and sell.

Look at the LINE!

In addition to the power mower, four hand mowers and the popular PENNSYLVANIA TRIMMER AND EDGER. GREAT AMERICAN—choice of the professional gardener; PENNSYLVANIA, JR.—heavier duty, for use where the grass is tough and the season long; METEOR (5 blade) where steep terraces are a problem and (7 blade) for cutting creeping type bent grasses; PENNA-LAWN—moderately priced for the small-home owner.

Look at the ADVERTISING!

A full page in color in the saturday evening post—other well-timed color and black-and-white advertisements in the saturday evening post, better homes & gardens, american home, pathfinder, sunset, flower grower, american cemetery—telling, retellingthe"PennsylvaniaStory" to nearly 12,000,000 readers.

Look at the SALES HELPS!

Consumer pieces "How to Grow a Beautiful Lawn" and "Advice to a Man About to Buy a Lawn Mover"—descriptive folders on each model in the line—window streamers—posters—newspaper mats—everything you need to put on your own seasonal lawn mower promotion.

Order EARLY!

Last year, many dealers could have sold more PENNSYL-VANIAS if they'd had them. Get your 1951 orders in early.

PENNSYLVANIA LAWN MOWER DIVISION

American Chain & Cable Company, Inc. Bridgeport, Conn. • Camden, N. J.



T-15-21 inch cut-1½ HP Engine with rewind storter and tool box

R-15-18 inch cut-1 HP Engine



Great American
—the all 'round favorite







— light weight, aluminum alloy construction







Trimmer and Edger
—a fast-selling item



AFFAIR.

yours and ours

By your family, we mean your valued customers - the hardware buyers who look to you for trustworthy merchandise of inherent value. By our family we mean the complete line of Atkins "Silver Steel" saws-a saw for every purpose, a saw for every member of your family . . . big saws and little saws, pruning saws and crosscuts, band saws and circular saws - saws to cut metal and saws to cut wood I . . . Let's get our respective families together - for the profit and satisfaction of all concerned.

ATKINS "Scloon Scal" FILES
Tough, long-lesting, dependable — autstanding quality and value for speedy
turnever and customer good will.

only ATKINS makes "Silver Steel" products

ATKINS AND COMPANY

Nome Office and Factory: 402 S. Illinois St., Indianapolis 9, Ind.

Brunch Offices: Alliants 6 Chicago Partined of Now York

It pays to sell the Best!



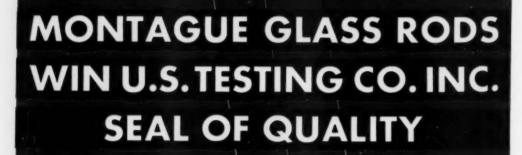
Sell MILORGANITE!

ORDER TODAY FROM YOUR KING HARDWARE SALESMAN! It's the organic nitrogen-rich fertilizer that makes the lush lawns and gardens your customers wan!! Stock up now—the lawn season is at hand!

SOLE DISTRIBUTORS FOR GEORGIA

KING HARDWARE COMPANY

490 Marietta St. ATLANTA, GA.





Montague... America's leading rod-maker for nearly a century, is first again in the field of glass rods!

Independent tests by the United States Testing Co., Inc. laboratories prove the toughness, the flexibility, the power and the perfect rod action of Montague Glass Rods!

Sell Montague Glass Rods, the most complete line made, with confidence... confidence guaranteed by the world's most famous rod trademark complemented by the U. S. Testing Co.'s independent approval of Montague Glass Rods!

Write Dept. 15 for new catalog.



PATTERSON-SARGENT



Take a sure-fire tip from thousands of successful paint dealers all over America and invest your money in BPS Flatlux now today! Made with oil and in the gargeous colors your customes have always wanted, BPS Flatlux is solid y backed by hard-hitting promotion that creates constant sales commotion in your store. And don't forget everything you make and you'll make plenty is yours because your BPS Franchise grants you protected territory protected profits!

THE PATTERSON-SARGENT COMPANY

1325 East 38th Street Cleveland 14, Ohio

Please send me full facts on BPS Flatlux and your Protected Territory Franchise!

Name.

Address

City_

State_



AIREX BACHE BROWN MASTEREEL

America's Number 1 Spinning Reel. Solid Monel finger, complate Dural construction-and other exclusive features. \$23.75.



NEW AIREX SPINNING LURES

Airex One-Eyed Wobbler-flashy wobbling spoon for pike, muskles and bass, 65 cents.

Airex Brown Devon-streamlined, lightweight for long wasy casts, 65

cents.

Airex Gold Digger—takes crapples and trout like big bass, 65 cents.

Airest Papit—surface popper for large mouth bass and muskies. Packed in plastic tube, \$1.00.

Airex Perkie, Pixle and Pixle-Junior—fine replicas of the minnow family in rubber-like plastic. Individually packed, \$1.00-\$1.20.





ON SPINNING IN '51!

More and more fishermen are discovering the truly great sport found only in Spinning — the thrill of landing larger fish with lighter tackle. Youngsters, wives and grandmothers find that Spinning is easy to learn and that it pays off in results, too.

Airex Spinning Tackle is the finest tackle anglers can buy and it's designed and priced so they'll want to buy. The only complete line of Spinning Tackle manufactured in America.

* GENUINE TONKIN CANE RODS

Complete new line of rads to satisfy the most exacting demands. Handcrafted by Uslan in 6, 61/2, 7 and 71/2 ft. lengths. \$18.95-\$35.00.

* AIR-GLASS RODS

Made of light, stordy tubular glass with perfect Spinning action. Length, 61/5 ft. — medium weight. \$19.50.

* NEW SOL-GLASS UNIVERSAL

Solid glass one-piece Spinning rod with universal action. Casts all bait from ¼ to % oz. Equipt with our famous conversion handle. Complete, \$14.75.



COMPLETE SPENNING TALTFITS

them outstending gift adaptive. The final is, it is possible. Probable to heaview absoluted offigurer purchased for its with binged covers. Both with contained only in with binged covers. Both with contained, form, entry good and many manufact contained, form, entry good and many manufact contained, and the contained of the con



NEW PLASTIC FLOATS

Perfects Spinning for dry fly and base bug casting. Exclusive, patented ball-float, sinkof, leak-proof, snag-proof. Package 41,00.

WRITE FOR FREE 1951 AIREX CATALOG

For complete information on Airex Spinning Reels, Spinning Rods, Spinning Line, Spinning Lures, Landing Nets and Accessories.

Pacific Coast Representatives: McCune-Merifield, Los Angeles, San Francisco, Seattle and Denver.

North Central States: Jack Adams.

Ohio, Indiana, West Virginia: "Red" Fisher.

General Representative: Art Nuss.

We sell through jobbers exclusively.

AIREX Division of the Lionel Corporation
1460 Chestnut Avenue, Hillside 5, New Jersey

the complete line for profit and prestige







No. 5 Jack *******

No. 1001/2

Model Makers

No.75 Rabbet

more than 40 styles in a variety of sizes

Not just one style . but the most complete line of planes you can complete line of planes you can complete line of planes your customer the most for his to give your customer the most for his tool dollar.

It's no secret that Stanley Planes have long been the choice of men have long been the dioke of men who know and use the best in tools. Stanley Planes are made better work better. A combination of the finest workmanship, carefully chosen materials and standard transfer. most workmanship carefully chosen materials and superior design gives materials and superior design gives materials and superior design gives and superior design in the hands of ance of the superior design in the hands of the superior design in the hands of the superior design in the superior design in the hands of the superior design in the their user that has never been successfully duplicated. Their keen, fine steel cuters are easy to adjust and steel cuters are easy to adjust and stey sharper longer. Their solid Rose wood handles and knobs fit the hand naturally, comfortably. Pictured here ore a dozen of the more popular

We sound business to stock Stanley. See your jobber.

Stendey People, New Scitche, Com THE TOOL SOX OF THE WORLD

Ros. U.S. Pol. Off. MARE . TOCAS . ELECTRIC TOCAS STER STEAMING . STER



No. 45 Combination ******









PULLING POWER

in sales and performance

JOHNSTON

LAWN PATROL POWER MOWER

21-inch cutting width 1.6 hp., 4-cycle engine

* Streamlined appearance

* Top-quality construction

★ Built for years of customer satisfaction



JOHNSTON LAWN MOWER CORPORATION

AMES Featherlite SHOVEL

Features

- I Blade and front strap a single unit.
- 2 Blade and straps forged from High Carbon Steel.
- 3 Blade and lower section of socket carefully tempered.
- 4 Straps are pre-formed.
- 5 Uniformity in lift and balance of every tool – hang and balance never change. Pre-forming of straps the guarantee.
- Strength comes from its tubular shaped tempered socket filled by handle driven in under great pressure.

Featherlite meets railroad track shovel weight test of 200 pounds.

Ask Your Jobber

Perfect Balance

APPROXIMATE WEIGHT 3½ TO 3½ LBS.

AMES Since 1774

LIGHTER

STRONGER

PARKERSRURG W VA AMES BALDWIN WYOMING CO. NORTH EASTON, MASS

SEASONED HICKORY HANDLES

REASONS

why you should handle

FLEISCHMANN

Seasoned Hickory HANDLES

For over 20 years, our key personnel has specialized in the manufacture of top quality hickory handles.

Our plant is equipped and our employees are trained for one task alone—the manufacture of the very finest quality tool handles.

THAT'S SKILL!

We grade up to the HIGHEST QUALITY standard, never down to price. THAT'S QUALITY!

Our fieldmen are careful to select only the best the finest available in the finest available in THAT'S DEPENDABILITY!

Write for our price list and samples

SEASONED HICKORY

Heischmann Handle Company

Tower Building

Baltimore 2, Maryland

D

E

Plant: Rocky Mount, Va.

New Sales Magic by



DESIGNED BY DICK MILLER

Dich Miller is a world famous fisherman, casting champion
and Executive Vice-President of Langley Corporation.

About the Rod and Reel Revolution!

THE LAST FOUR YEARS have marked a sensational revolution in sport fishing tackle. Old style heavy gear has been replaced by modern light-weight equipment pioneered and perfected by Langley. This new concept of rod and reel has swept the nation because it provides more fun and thrills, more sport, more action! No wonder the Langley name is today the "hottest" name in fishing... no wonder the Langley "Championship Combination" leads the field! Everybodyis going modern with Langley!





Remington Dealer Letter



KNOWLEDGE IS POWER



The man who said, "Knowledge is power, "must have had the hardware business in mind. From pothooks to power mowers, from rifles to fishing tackle, the dealer is expected to know the answers. When he doesn't know them, the customer gets the uneasy idea that the dealer down the street is the expert ... and promptly goes there.

That's why a liberal amount of

midnight oil has smoothed the path of most successful dealers we've met. They studied and memorized a vast amount of data. Whether it's shotgun chokes or stove bolts, they're able to give their customers the right answer.

The midnight oil they burned has paid off . . . in sales and in customer good will.

SELL REMINGTON OIL FOR GENERAL UTILITY USES A FATHER'S "NO" CREATES AS WELL AS FOR GUN AID



Especially good for guns, rods and reels, Remington Oil can also be pushed for general lubrication purposes. It's not only a fine lubricant, but a rust preventive, too. It contains a special ingredient-Du Pont "E.P." (Extreme pressure) lubricant. This makes Remington Oil spread

'more evenly and adhere more tenaciously to metal surfaces.

Homes, farms, shops-there are dozens of places, countless potential users of Remington Oil. Put a carton on your counter near the cash register. It acts as a natural to turn "change" into "profit."

IT'S HISTORY NOW: FIRST REMINGTON RIFLE

On a spring day in the year 1816, young Eliphalet Remington and his blacksmith father were working at their forge in Ilion, New York. The whole valley abounded with game. So it was only natural that young Remington wanted a rifle, Tradition says he asked his father for money to buy one. But the father refused.

This didn't discourage young Remington. He began saving scrap from the forge. And when he'd saved enough, he fashioned a rifle from it.

The new rifle was a superb piece of workmanship! Neighbors saw it and ordered Remington rifles for themselves. Before long, father and son devoted full time to making rifles!

Today, 135 years later, fine-quality arms are still being made in the modern Remington factory not many miles from the original forge.

Why we say, "If It's Remington -It's Right!"

Keeping Remington "right" has been our job for 135 years. Staying "right" through the years is a demanding and expensive business. It demands constant research and results in new methods and new products. It entails tremendous investment in new machinery, equipment and buildings.

Remington research has resulted in six brand new guns-with many exclusive



with an electronic timer. It checks bullet velocity.

features-in the past four years. Every one of them has proved tremendously successful. Research has also given us the new and extremely popular 222 Remington cartridge and the new 45 Wad Cutter.

In the past few years Remington has invested millions of dollars in new machinery and methods to make better products than ever before. Every operation contributing to the making of guns and ammunition has been carefully studied with an eye toward producing the finest. quality possible. Even with all this, our busy technical experts continue to sample and test all products from the production lines to be sure we stay "right." No product leaves the factory until we have done everything possible to see that it "measures up" to our long-standing reputation for quality.

Research into new methods and products as well as improvements in machinery and equipment will continue so that you may always be assured of getting a product that reflects our slogan, "If It's Remington-It's Right!"

Southern HARDWARE

Hardware and Allied Lines - Farm Operating Equipment

Vol. 120

February, 1951

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BARON CREAGER, Southwestern Editor (1895 National City Bidg., Dallas, Texas)

O. A. SHARPLESS **Business Manager**

J. A. MOODY Production Manager

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SENSATIONAL THE ROYAL CHEF BARBECUE GRILL IS MAKING SALES HISTORY! THIS BARBECUE GRILL HAS EVERYTHING-AT A PRICE ALL YOUR CUS-TOMERS CAN AFFORD ROYAL AT THESE SALES FEATURES! Handsome design-baked-on "Sun-Glo" finish -chrome spit-white enamel souce pansbeautiful from every angle. Chet's delight—large, roomy grill, removable spit, 2 sauce pans, carving board, bun warmer compartment. Ample size firebox with easy-toempty ash pan. Portable—when set up it rolls about easily. Then folds down to 8" x 22" x 42" for carrying or storing. Durable finish to prevent rust, Priced to sell—the amazingly low price of these grills will help you clinch the sale. We made 'em to sell-and to give the dealers a good profit. Three models, Model Number 30 shown above. Made by the makers of famous Royal Gas Heaters. Royal makes one of the world's finest lines of gas heaters - all sizes and



models.

Write us today for full particulars and name of your nearest Royal distributor. Let this grill help you to more profits-don't delay.

OGA IMPLEMENT & MANUFACTURING CO. CHATTANOOGA 6, TENNESSEE

Quality Since 1891

MORE PROFITS IN 1951

when you sell the speedy, time-tested



AMERICA'S FINEST POWER LAWN MOWER

YOUR customers will go for the new 1951 YAZOO MASTER MOWER . . . the power mower that really does a cutting job. Satisfied users throughout the South praise its dependable performance.

Here is a machine that can tackle the toughest mowing job. Homeowners, country club greenkeepers, park maintenance men, cemetery keepers, in fact everyone who has grass to cut will be amazed at the Yazoo Master Mower's efficiency and economy.

YAZOO MANUFACTURING COMPANY

P. O. Box 2477 Jackson, Mississippi

I am interested in making more profits in 1951 with the Yazoo Master Mower. Send me complete information.

ADDRESS

STATE

Just look at some of its features:

-Made in 18" and 24" blade sizes -Powerful 4-cycle gasoline engine (1½ HP or 2½ HP)

-Rugged heavy gauge steel housing

-Bicycle-size pneumatic tired wheels
-Seamless steel tubing chassis frame

-Takes steep grades, cuts up close and handles easily.

Here is the rotary power mower that many of your customers will want to own next Spring. Write today for complete information.

KEY DEALER FRANCHISES AVAILABLE

Choice dealer franchises are available in some areas. Write for complete information.

YAZOO MANUFACTURING CO. P. O. Box 2477 Jackson, Mississippi

SOUTHERN HARDWARE for FEBRUARY, 1951

PATTERN FOR THE YEARS AHEAD

MERICA is returning to a war-time economy.

Whether all-out war is inevitable, no one knows. But, obviously, the only way either to avoid or to win World War III is to prepare for it.

That the nation faces a period of "austerity" is generally understood. The tragedy of Korea has shocked most of us into a full realization of the grim task which lies ahead.

What many of us do not seem to realize—and this may apply not only to the man on the street but to some of our leaders in Washington—is that we are facing a far different type of emergency

this time. It is not a repetition of 1917 or of 1941. The immediate problem is not to prepare for a quick war—to throw everything we have into a big rearmament program, irrespective of its effect on our civilian economy.

Today we face the bleak prospect of having to live with at least a semi-war economy for many years. As someone has fittingly said: "The nation must be mobilized for an indefinite period in a world full of hate and fear."

So to prepare for this long period when, figuratively speaking, we must stand with a gun in one hand and a hoe in the other, we cannot assume that it will be satisfactory merely to reinstate the regulatory devices which served us well during other emergencies. Instead, we must consider carefully not only how we can build up and maintain a powerful military machine but how, at the same time, we can keep our civilian economy operating at greatest possible efficiency.

There is, for instance, the problem of price control. It has been greatly complicated by the confusion existing in Washington. For months it has been assumed that in due time we would have price and wage controls, even though there are many who feel there are other and more effective ways of stabilizing prices. In fact, it was some five months ago that the Economic Stabilization Agency was established, ostensibly to control wages and prices.

But for many months nothing at all was done about it other than to offer an impractical voluntary price control plan with no wage restraints, along with a discriminatory order freezing prices on the products of three automobile manufacturers.

The long delay in establishing any definite policy naturally resulted in a highly inflationary situation, as prices and wages were boosted generally in anticipation of a freeze.

This time, even mandatory price controls will not be sufficient. We must attack the cause of inflation if we are to control it. And the cause of inflation is excessive consumer purchasing power in relation to the supply of goods and services. So the obvious remedy is to maintain as large a supply of consumer goods and services as the military pro-

gram will permit, while at the same time reducing excess buying power by cutting down on non-military government spending and by imposing higher taxes.

It is entirely possible that by attacking the causes of the disease rather than the symptoms, we might find that rigid price controls are not actually necessary.

We must realize, too, that we face a new and different problem in the financing of this military program. For as Sen-

ator Byrd said in his recent letter to the President: "When we started preparedness for World War I, the Federal debt was little more than one billion dollars. When we started preparedness for World War II, the debt was a little more than 40 billions. Now we are starting to prepare for this, the most perilous of all threats to our freedom, with a debt of more than a quarter-trillion dollars."

So this time we must work on a pay-as-you-go basis. Otherwise, the financing of a great military program extending for many years might wreck our entire economy. And that would provide an easy victory for communism.

But if we civilians tighten our belts, we are justified in demanding that government do the same thing. If we spend less in order to pay higher taxes, we should insist that government also practice rigid economies. If we abandon the idea of "business as usual" we have a right to ask that government abandon "politics as usual."

We need to cut a pattern for the years ahead which will enable us to build up and maintain our defenses while preserving our American way of life. It's no time for socialistic experiments.



TO HELP YOU SELL MORE

...we're telling DIXIE FARMERS about DIXISTEEL FENCE!

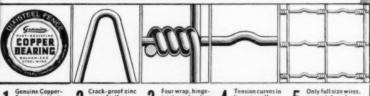
Your best customers—Dixie Farmers—are seeing a lot about DIXISTEEL Fence these days.

Leading Southern farm publications are carrying big, selling ads about DIXISTEEL Fence on Dixie Farms. Actual, on-the-farm photographs and stories are being featured in these advertisements.

The main reason for all of this advertising is to help you sell more DIXISTEEL Fence. So stock up and feature the fence that is Southern made for Southern needs.

See your wholesaler or write today for full information about the DIXISTEEL Fence line.

Sell the Fence That Has All 5 Features



Genuine Copper-Bearing steel wire, rust-resisting through and through

2 Crack-proof zinc armor further protects wire from devastating rust

Four wrap, hingejoint construction stay wires won't slip or pull loose

4 Tension curves line wires allow for expansion and contraction

Only full size wires, accurately and correctly spaced are ever used



ADVERTISING TO BUILD MORE SALES FOR YOU! Dixisted Fence adv appear

Dixisteel Fense adv appear regularly in publications reaching 373,471 farmers.



Atlantic Steel Company

MAKERS OF DIXISTEEL SINCE 1901

Right. Robert Monk who handles all promotion for the sporting goods department confers with Henry B. Monk who is manager and buyer for the profitable section of the Texas store



SIX-TIME
STOCK
TURNOVER
on sporting goods

Aggressively promoted, sporting goods, though occupying less than 4% of total floor space, account for an important share of annual volume

By Baron Creager

FOR A GREAT many years the management of Cason, Monk and Company, pioneer hardware store of Nacogdoches, Texas, recoiled in high disfavor from the idea of stocking anything that introduced any touch of sporting goods atmosphere into a hardware store. The viewpoint was that a hardware store should be a hardware store and nothing else.

Then someone bought some fishing reels and the reels stayed because they were not conspicuously displayed and because they did not seem to be entirely out of place in a hardware store.

That was the beginning of a sporting goods department which, although small, turns a \$1,500 inventory "at least six or seven times a year," to use the words of the manager and buyer for the department, Henry B. Monk. And today the Cason, Monk sporting goods department is going-concern evidence of three truths about sporting goods in a hardware store:

1. The old line hardware dealer who thinks it is a waste of time and energy to stock sporting goods and fishing tackle is overlooking an unfailing source of repeat volume. Provided, of course, that the hardware dealer is operating in a community where specialty stores do not thrive.

 A profitable sporting goods department can be operated without a full-time manager, even without any exclusive, full-time sporting goods sales personnel. And even though the department is allotted small space and limited attention, the sales volume is a source of continuous amazement compared with other lines occupying more space.

3. People apparently prefer to buy sporting goods and fishing tackle in a hardware store atmosphere for the Cason, Monk volume is done in spite of eight other outlets in Nacogdoches.

For example, the sporting goods department in the Cason, Monk store occupies a space no greater than 25 feet long by 10 feet wide for a total of 250 square feet. By comparison the sales floor of this store is 70 by 100 feet, or 7,000 square feet. So the sporting goods



Left, a typical ad used by the store to promote the sporting goods department. Store budget provides for 1.500 inches of sporting goods advertising annually

department delivers a turnover of at least six or seven times a year, yet occupies less than 4 percent of the total sales floor space.

The invertory of \$1,500 previously mentioned, incidentally, does not include guns of various types. However, attention is directed mostly to fishing tackle and fishing tackle provides the turnover in bulk simply because of geography. But actual volume figures are not available because the store is not departmentalized with respect to bookkeeping.

Other hardware dealers might find interest in the fact that the Cason, Monk sporting goods department practically lifted itself unassisted and grew up without a great amount of special attention once the stock was started. And Carl Monk, vice president and general manager, recalls:

Right, a partial view of the sporting goods department showing displays of fishing equipment and fire arms. Note hunting clothes in foreground "We once thought that it was a total loss of time to concern ourselves with fishing tackle or sporting goods and we did not even have a fish hook in the store. Then, finally, we began dabbling and found out that the lines could be sold."

Neither Carl nor his two broth-

ers—Henry B. and Robert Monk—intend to leave the impression that the buying public will do the rest if a sporting goods stock is placed on display.

Although it is true that no one stands guard constantly in the sporting goods department and that all sales people work all over the store, Henry B. and Robert Monk both invest considerable time and energy in the department.

Henry has been doing the buying for the past 20 years and in this duty he finds assistance in the fact that he is enthusiastic about both fishing and hunting, although an operation has curtailed his hunting activity.

It is he who recalls that reels were the start of the sporting goods department and who affirms that from that point the department just grew. And he recalls, too, that J. E. Gaston, president of Cason, Monk and Company, sometimes wondered audibly about the size of the sporting goods stock.

"Once in a while," Henry remembers, "Mr. Gaston would say to me, 'Aren't we buying a little heavy on some of this fishing tackle, Henry."

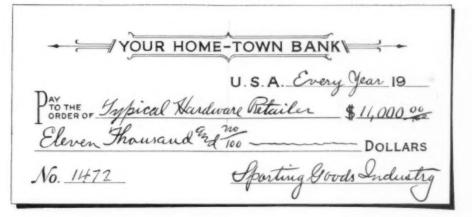
"My answer always was, "Well, Mr. Gaston, I'm just buying the items on which we are having constant repeat sales.' And that's the way we grew a sporting goods department."

Robert Monk is responsible for practically all the promotion that is generated in behalf of the Cason, Monk sporting goods department and promotion is confined almost wholly to window display and newspaper advertis-

Window displays at the Cason, Monk store apparently do an effective job of promotion for sporting goods under the direction of Robert, for two years ago one of his sporting goods windows won a

(Continued on page 60)





Are You Getting Your Share?

The South, long characterized by its drawl, criticized for its "you-all," suspected of disliking shoes and accused of laziness is actually the tail that wags the dog in the sporting goods business. The merchandise may be manufactured in the North, the East or the Middle-West—but if it is used in hunting or fishing, the year-round market is to be found in the South.

It is south of the Mason-Dixon line that one hundred million dollars of sporting goods is sold annually by the retail hardware stores. It is here that the typical hardware retailer takes in more than eleven thousand dollars in sporting goods sales each year.

At one time, a relatively small number of retail stores did most of the sporting goods business in this section of the country. Now, although some large retailers still do a very substantial volume in this field, a tremendous quantity of merchandise is handled annually by numerous retailers whose basic line is hardware. Many of these firms considered sporting goods a minor line when it was first stocked; but over the years, the steadily increasing volume has sky-rocketed this line into a place of major importance.

Wholesalers, realizing the possibilities of this business, have invested many thousands of dollars in inventories, while much time and money have been spent in educating department personnel in By Charles E. Hunter

the intelligent buying and selling of sporting goods—particularly fishing tackle. Their buyers consider and analyze, in a single season, more "pipe dreams" and more good merchandise than you or I would care to see in ten years.

The wholesalers' service is at your fingertips—as close as your telephone. And since tackle, in particular, is one of the trickiest lines to buy, it is to your advantage to make good use of the service

"Charile" Hunter is a wellknown manufacturers' representative, selling leading sporting goods lines to the hardware wholesalers over the entire South. He has an intimate knowledge of the sporting goods business in this section

and experience they offer in connection with the distribution of this line. You will never get more for less.

In the hardware business, retail or wholesale, there is no line which will offer a margin of profit to equal that of fishing tackle.

As we go into the 1951 season, with its inevitable shortages, I urge you to focus your attention on this profitable line. You may never again have a more favorable opportunity to consider creating or improving a fishing tackle section in your store. It will help you to maintain or increase your over-all sales volume at a time when operating expenses become high and salable merchandise becomes scarce.

There are so many fantastic stories about the fisherman that the truth should be brought out again, as it will enable you to approach him with a certain amount of understanding and consequently a better chance of clinching the sale.

It is generally believed that the fisherman is the most unpredictable, fanatical cuss on the face of the earth. When he wants a plug with two red dots on the belly, he doesn't mean pink spots or red lines but red dots. He is equally exacting about many other details, and there is good sound reasoning for his being so.

The fisherman has been through more hit-and-miss episodes and (Continued on page 62)



BASEMENT SPORTS SHOP

doubles volume on sporting goods

THE TAMPA Hardware Company, Tampa, Fla., moved its sporting goods department from the main floor to the basement, and doubled its sales volume in three months.

It was an interesting merchandising experiment, and although

Harry Orr, general manager, at the sport shop's permanent display of outdoor ovens. At right: E. D. Warner, Jr., a salesman, adds to the permanent bait board, top, and cork boards, bottom

E. D. Warner, president, and Harry F. Orr, general manager of the company, regard the results as spectacular, they are still not advising other dealers to do likewise without considerable thought and study.

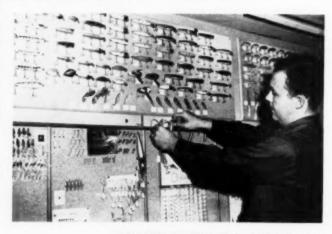
"The idea is working for us, and it may work for others," Warner said. "Then, again, it may not. We are more than satisfied with our results, but we don't know yet exactly what they prove."

Meantime, however, a sporting goods basement operation is something to think about, particularly if there is basement space that is not being given maximum utilization. Tampa Hardware's experience should go a long way toward helping to make a final decision.

Both Warner and Orr are veteran merchandising executives. They organized Tampa Hardware as the successor to the retail division of Knight & Wall Company, which now is exclusively wholesale. They formerly were with J. C. Penney, and brought to their new store years of experience in chain store methods.

When they found their sporting goods department on the main floor not producing up to its potential, they began to seek a remedy.

"Everybody knows that basement and bargains are synonymous," Warner said, "Basement operations are generally used for cheap merchandise. Bargain and budget items are used as a lure to get people down a stairway. It is also a fundamental fact that you must have a strong line to attract basement trade.



"Sporting goods is certainly a strong line anywhere, and we know it is easier to get a man on a stairway than a woman. That was our line of reasoning in putting sporting goods in the basement."

Warner admitted there are counter arguments to this logic, and they also must be considered. The main one is that an isolated sporting goods department loses its value as a maker of store traffic for other departments, and, by the same token, loses the traffic created by other departments.

Warner and Orr offset this reasoning by pointing out that a basement specialty department is cheaper because it concentrates sales personnel and makes it more effective than it would be on a general floor, Also, it provides an atmosphere of exclusiveness that men like

"We think it boils down to individual cases," Warner said. "It may be good for some, not so good for others, but it definitely is worth consideration."

Once their decision was made, the two merchandisers pulled out all stops in building traffic to the new basement shop. Unfortunately, their stairway was in the back of the main floor store, instead of in front where they would like it. They overcame this handicap with extra large neon signs.

A side store entrance was turned into a Sport Shop entrance with large signs on three sides of an awning. Inside the store another large sign was placed above the stair well. The stairway itself also was well marked.

Then the store's newspaper advertising, running regularly on



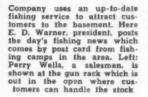
In putting sports shop in the basement, company worked on feeling that it's easier to get men than women to use stairs. A large sign above the stair well attracts customers to the shop

Thursdays and Sundays, began to emphasize the Sport Shop with "Specials" as leaders. A Nylon golf bag was offered at \$7.20, and a fishing reel at \$3.88.

When the signs and the ads started to pull traffic to the basement, Warner and Orr made certain there were attractions in the

(Continued on page 64)









Year - 'round promotion of

WHEEL GOODS

By S. W. Ellis

WHEEL goods account for an important part of the yearly volume enjoyed by the Duffie Hardware Company of Hope, Arkansas. Promoted and demonstrated the year-round, with special emphasis during the holiday season, bicycles and tricycles are featured as both gift and utility items, and hence are given a prominent and spacious section in the store, regardless of season.

Displays, which spotlight wheel goods in several important parts of the store, are augmented by demonstrations—an important element in selling wheel goods, according to J. P. Duffie, owner.

Inside the store, one of the favorite spots for showing bicycles is in front of the football counter, where they will not get in the way of shoppers. Other display points for year-round promotion are the ledge above the display shelves and the outside area of the store entrance.

Bicycles and tricycles are never hidden at Duffie Hardware Company. During the holiday season, they are given special display and vigorously promoted, yet they are promoted as gifts throughout the year also. In addition, Mr. Duffie emphasizes their utility value and promotes them for such purposes as the delivery of small packages by drug stores, confectionaries and restaurants. His efforts along these lines have resulted in substantial profits from commercial establishments.

(Continued on page 66)



Top, the outside area to the store's entrance provides an excellent spot for displaying and demonstrating tricycles. Accessories for wheel goods often shown are often sporting goods win-dows, above. Right. one of the favorite spots for displaying bicycles is in front of the football counter, where they enjoy year-round popularity



SOUTHERN HARDWARE for FEBRUARY, 1951

A time when shortages of major lines of sporting goods are expected to develop, hardware dealers, to avoid a sharp drop in dollar volume, might well give consideration to the broadening of their stocks to include companion lines of merchandise such as game

supplies.

Even where such allied merchandise is sold only in small quantities, these items have proved to be sure profit-makers. Such lines lend themselves to intelligent promotion and, equally important, they tend to give the sporting goods department the well-rounded appearance that appeals to the sportsmen. Further, such lines stocked in reasonable variety and quantity will help to take up the slack if some other lines should come to be in short supply.

The turn of events in international affairs during the past eight months has presented dealers with its problems. Almost overnight, the problem is whether merchandise can be obtained in sufficient quantity to fill consumer

demand.

More rigid controls over the civilian economy appear inevitable. As this is written there has been a relatively small curtailment in the supplies of materials that go into production of sporting goods and fishing tackle. However,



Recreational equipment, such as the archery merchandise being demonstrated above, attracts that extra business. A well-balanced stock of game supplies offers dealers additional opportunities for profit

Profit Possibilities in

GAME SUPPLIES

By John Martin



An attractive display of tennis equipment can be an added source of sales for the sporting goods department. Through proper advertising, the attention of customers can turned to such types of recreation. This mer-chandise and other game supplies can be promoted effectively, especially in the small towns, through the sponsorship of con-tests. Where advertising is properly slanted whole families might be interested in croquet, badminton, shuffleboard, horse and other such games



Hobbycraft—a rapidly growing business—has a tremendous following among both adults and youngsters. Some special operational knowledge is required, but this merchandise can be developed into a real trafficbuilder. Merchandise requires little space for attractive displays

anticipated defense production appears certain to have a greater effect on critical materials before mid-summer. Aluminum, steel, nylon, copper, rubber and lead will become increasingly difficult to obtain.

Thus the pattern of buying and selling in 1951 probably will be considerably different from that followed during the past two years.

Far-sighted dealers already are preparing for the impending curtailments, although it is hoped that shortages in supplies will not reach such drastic stages as were experienced five and six years ago.

Buy Intelligently

Intelligent buying, as always, is just as important as good selling. Just because of the likelihood that consumers will be ready to buy, dealers should not overlook the fact that there always will be competition. It is still important to have the right merchandise at the right price.

The hardware store that offers a variety of game supplies will continue to attract customers to its sporting goods department, for war or no war, Americans will continue to play, just as they will continue to hunt and fish.

Defense workers, for example, must take time for recreation and they will turn to various fields of activity. Through proper advertising, their interest can be turned to golf, tennis or archery. Such merchandise can be promoted effectively, especially in the small towns, through the sponsorship of various contests. Or again, where advertising is properly slanted, whole families might be interested in badminton, croquet, horse shoes, shuffleboard or table tennis.

A representative display of game supplies does not require an excessively large inventory nor do such lines require a disproportionate share of store space. Effective displays can be achieved in a reasonable area, while store windows can be used to advantage in presenting timely displays during the Christmas buying season, graduation days and at other times when gifts are in order.

A growing business in recent years has been hobbycraft. Many retailers have built their principal sales around model airplanes, boats and railroads. The building of models has found a tremendous following among adults, and more and more youngsters are becoming interested. A hobbycraft department calls for some special operational knowledge and certainly an awareness of what merchandise is currently in favor among the young buyers.

This merchandise is a real traffic-builder and offers the dealer almost unlimited opportunities for effective promotion. Here, again the sponsorship of contests will aid in building sales of this merchandise.

Other Accessories

In considering allied merchandise the importance of hunting and fishing accessories should not be overlooked. Too many dealers have been satisfied with handling only guns and ammunition, coats and pants, rods and reels and a few tackle boxes, lines and baits.

The fisherman now carries more paraphernalia than ever before and in greater quantities. He wants electric lanterns, boat anchors and motor covers among many other items that give him a feeling of complete preparedness for the sport at hand.

Fishermen are the most rabid of all sports enthusiasts and to win their patronage a store must have complete stocks.

The broadening of inventories does not necessarily call for overloading of the sporting goods department. Wholesale distributors still are prepared to give fast service on small orders. This will eliminate the burden of risk which dealers must face in building overly-large stocks. Just when the "cats" and "dogs" virtually had been eliminated, the change in the character of the market doubtlessly will bring back numerous inferior products.

Sell Name-Brands

Dealers will be wise to accept inferior products only after all efforts to obtain name-brand products have failed. It should be remembered that the public still has a bad taste in its mouth from sad experiences with poorly-made products during and after World War II.

During the present tendency of the public to buy against shortages, many dealers likewise are prone to build excessive inventories, perhaps remembering the days when anything would sell.

But dealers cannot afford to forget the fundamental that business success will not be based solely on expanded stocks and additional allied lines. As always before, successful operation will be centered around quality merchandise and service to the customer. Having the accessories that go with the major lines of game supplies is important in the successful merchandising of this line. says Bathers Sims. aporting goods buyer, shown here selling a net and a basketball



ATHLETIC SUPPLIES

SALES OF athletic supplies and equipment alone accounted for a gross volume of more than \$15,000 last year for George M. Yeatman & Sons, Inc., hardware dealers in Clarendon, Va., whose total sales of sporting goods exceeded \$150,000.

Store owners point to the successful merchandising of this one sporting goods line as proof of the fact that in establishing a special department or section it pays to offer a wide variety of merchandise. By following such a policy, Yeatman's has, in fact, enjoyed a 200 percent increase in sporting goods sales over a four-year period.

With the emphasis on cash, over-the-counter sales of these supplies, Yeatman's promotion includes use of interior and exterior displays, and newspaper advertising. In addition, the department sells sizable quantities of organized game supplies to the county's recreation departments, schools and playgrounds.

"The most important factor in the success of any sporting goods department is that of having a complete selection of the merchandise the customer wants on hand at the time he wants it," said Bathers R. Simms, department buyer who maintains a sport-

account for an annual gross of \$15,000 for this Virginia store

By B. Miller

ing goods inventory of \$75,000.

"If you've got the first item the customer asks for, often he will buy the accessories that go with the major equipment he originally came in to purchase. Otherwise, he will shop elsewhere. But if you have in stock the baseball or basketball he wants, it becomes

much easier to sell him shoes, socks, T-shirts and other accessories," Simms explained.

Several years ago, before bidding for contracts was introduced in the county recreation departments, Yeatman's solicited this business by direct contact. Today, this approach is not used to any

great extent.

"One of the great advantages of these sales is that our name appears on all this merchandise, and when children and neighborhood teams want to get baseball or football equipment, they come to us for bats, balls, mitts, masks and other supplies," explained Simms.

Situated in a suburban town that has grown to a population of 150,000 persons in the last ten years, Yeatman's has attracted a large number of steady sporting goods customers who drop in frequently to inspect a wide variety of merchandise that is equal to or greater in quantity



Sporting goods sales exceeded \$150,000 last year—athletic goods accounting for \$15,000

than that of any store in the area.

The sporting goods department has 1,800 square feet of floor space and was established as a separate unit with its own entrance, being located between the tool department and the paint department.

"We carry quality, nationally advertised merchandise, because quality is what our customers want," Simms continued, indicating some of the brands of merchandise in great demand which the store had in stock.

Simms stressed other factors that are important in the successful operation of a sporting goods

department.

"Create an outdoors atmosphere in the department," he said, pointing to the impressive, mounted head of an elk in the rear of the shop, and other mounted figures of deer, antelope, pheasant, squirrel, eagles, and quail around the shelves, some of which have been loaned to the store for display purposes. "Give the first 25 feet of your most prominent floor space to your most attractive and appealing merchandise."

Against the background of bright, knotty pine wood panelling. Yeatman's displays prominently footballs, basketballs, bats, mitts, masks, gloves, and on the opposite wall are stocked fishing tackle and guns.

"Even if a youngster is not ready to buy that \$5.00 basketball, he enjoys looking at it and anticipating the day when he will own it." Simms declared.

During baseball, football, and basketball seasons, this merchandise is displayed in the store's street windows—displays being changed every two weeks. Spot announcements on the radio over a local station call attention to "specials" in this equipment. One of the Washington, D. C., papers carries a weekly advertisement of seasonal sporting goods.

The sporting goods department's leading volume lines are fishing tackle and hunting equipment. In an area rich in forests and streams, these supplies are greatly in demand by government employees who work in nearby Washington. Sales of fishing tackle amounted to \$75,000 last year while guns and ammunition accounted for a volume of \$25,000.

Other supplies having a strong seasonal appeal are camping equipment, picnic supplies including grills, charcoal stoves, etc.



An outdoors atmosphere in the department itself is an important element in the successful promotion of sporting goods, say Yeatman's officials. Here fishing tackle, left, as well as other sporting goods equipment, is displayed against a background of knotty pine wood panelling. Im pressive, mounted fish, pheasants, eagles, and heads of large game are displayed around the shelves to contribute to the outdoors

The sporting goods department includes a well-balance d stock of fishing tackle and arms and ammunition, as well as a wide variety of sporting goods accessories, right. The store has given 1.800 square feet of floor space to this department, which has its own entrance, and promotes it in frequent window displays and radio and newspaper advertising



J. D. Wilcoxen, left, follows the seasons intensively in promoting sporting goods specialties. Here he shows trapping supplies, a profitable item in his stock, to a trapper. Over 300 trappers are now on the store's mailing list for periodic circulars and literature



Consider Your Customers

SPORTS SPECIALISTS

CATERING to sportsmen's specialties has doubled the sporting goods volume of the Wilcoxen Hardware Company, Eudora, Arkansas, where every sportsman is considered a specialist who has money to spend with the dealer who recognizes and promotes his specialty.

Before J. D. Wilcoxen, owner, began his aggressive promotion of sporting goods specialties to customers he knew were interested, many items in his sporting goods department had become shopworn. Today his \$4,000 inventory turns three times a year.

Wilcoxen follows the seasons intensively in his promotions. When trapping season, for instance, opened recently, promotion took the form of letters mailed to the 300 trappers on his mailing list, telling them about the traps, lanterns, skinning knives, outdoor clothing, gasoline stoves, and other supplies the trapper needs.

Besides cultivating those who

already are customers for trapping supplies, Wilcoxen, with an eye on future business, makes every effort to develop more trappers. In his locality, farmers are his best prospects and they are encouraged to add to their income by learning the secrets of trapping wild, fur-bearing animals.

Information books on trapping are displayed prominently in the store. When circulars or letters are sent to farmers, a paragraph or two often is added to encourage them to start trapping operations with a few new traps.

This specialized service given to trappers is extended to every other group of sporting goods customers and prospects. Hunters visit the store for information on dogs, as well as to buy guns, ammunition,

(Continued on page 68-B)



Wilcoxen never misses an opportunity to dramatize his sporting goods window displays. When "Annie Get Your Gun" was shown at a local theatre, a special window display on guns and ammunition was arranged around the theatre's poster

Large Dealer Attendance at

Atlanta Sporting Goods Show

PWARDS of 300 dealers attending the second annual all-dealer sporting goods show jointly sponsored by Walthour and Hood Co., and Beck & Gregg Hardware Co., January 15-17 in Atlanta, Ga., placed orders for sporting goods totaling more than \$100,000.

Larger this year, the show, which was attended by dealers from practically every state in the Southeast, featured the latest products of nearly 150 nationally-known manufacturers. Approximately 50 exhibitors participated in the show.

The exhibit, advertised in advance as a buying show where dealers might place on-the-spot orders for spring and summer merchandise, found enthusiastic response from dealers who carefully examined the complete lines on display.

The attractive booths were staffed by manufacturers' representatives who demonstrated the individual products on display.



Above, a partial view of the crowd attending the three-day show. Latest developments of some 150 manufacturers were placed on exhibit



Here, a group of visitors to the show gather around display booths. Sponsors of the show mailed out invitations to more than 5,000 dealers. Salesmen for both companies were on hand to meet their individual customers, to escort them to the various exhibits and to help them in placing orders. Manufacturers' representatives manned booths

National Hardware Show Sets Dates for 1951

THE 1951 National Hardware Show will be held October 8 through 12 at the Grand Central Palace in New York City. The show will precede the annual joint convention of the American Hardware Manufacturers Association and the National Wholesale Hardware Association to be held in Atlantic City.

A large majority of exhibitors already have stated their intentions and reserved space for the 1951 show, according to Frank Yeager, managing director. Mr. Yeager stated that all four floors of the Grand Central Palace will be used and the entire fourth again will be occupied by the Fishing and Hunting Division.

Last year's show attracted 685 exhibitors and recorded an attendance of more than 31,000 registered buyers from the United States and 40 foreign countries.

Dates for the 1951 show were decided upon after a survey of buyers attending last year.



CITY DEALER

. . . . but he's built a big business by catering to the farmers

AY CARLSON, owner of Carlson's Hardware, Joplin, Missouri, is a city hardware dealer, but his small-town ideas have turned what was once a \$125 seed store into the present operation, which fronts on two streets and realizes a substantial volume.

Carlson's formula for increasing sales and gaining new customers is: A variety of merchandise. For instance, few of the store's customers still work horses or mules; but for those few remaining ones who do, Carlson's carries a line of horseshoes.

"If it's in the hardware, or allied line, we'll have it in stock," Carlson said. "If you watch the customer, you can see the look of disappointment register on his face when told that the item he wants is not to be had. And we make it a practice never to be in a position where we will have to tell the customer that we will order what he wants."

Right, feed and poultry remedies are a source of much profit for Carlson's and serve to bring in added farm trade

To get his full share of the hardware trade in his area, Carlson goes after volume. He has no fear of mail-order houses or their retail stores. "If you know your customer as you should, you will not tell him that your prices are justified by the difference in quality. If the customer has bought and used Left, a young farmer purchases fencing at Carlson's Hardware, where it is carried in a wide selection for the farm trade

mail-order merchandise and was satisfied, that's all there is to it. In the final analysis, the customer is the judge of the quality. We have no quarrel with mail-order products, for we know that we can successfully and profitably meet their prices by going after volume. And we have a decided advantage over this competition by carrying so many items that they don't handle."

Thirty years ago, Ray Carlson and his father started in business at this same location with \$125 worth of seeds. The next year they added a line of feed, and eventually they worked into a full-fledged hardware store. The store still maintains its feed business. Until a few years ago, it had its own mill, but for the past several years Carlson has found it more profitable to handle only nationally-advertised feeds.

Feeds are a sure bet to attract farmers. And it is the farmers who bring in the dollar volume, Carlson pointed out. Indicative of such trade is the fact that he buys unusually large quantities of fencing and nails every 30 days, and the fencing is exclusively poultry mesh and hardware cloth.

The present store fronts on Main Street, while directly behind it and separated by an alley is the farm store, which fronts on Joplin





Left, a young farm wife shops for electrical appliances while her husband buys fencing in the farm store across the alley

Street. "While the menfolks are in the farm store," said Howard Owen, buyer, "the women come across the alley and shop in our hardware store, rather than wander off elsewhere until their husbands finish their purchases."

Carlson's does very little advertising, since its reputation is considered sufficient. "Anyone in the district," said Owen, "will tell you: if it's to be found, try Carlson's.' This is our best advertising."

However, the store does distribute 3,000 calendars annually, to regular customers—an indication of its number of customers.

"We have been told," Carlson said, "that our method of operation is all wrong. That we stock so many items that we are in competition with ourselves. Also, it has been pointed out to us that we could dispense with certain lines and do as well with less. For instance, it has been said that we don't need such a large variety of lawn and garden tools. And while we were being told that, we have had customers look over our assortment and buy what our adviser was saying we could do without. The argument was that, if we didn't have the exact item requested, we could have sold a substi-

> Howard Owen, left, helps the young couple select garden and flower seed. Complete stocks, he says, mean increased volume

tute, thus reducing our inventory and cash investment.

"This might be true in some cases. But not in others. If we reduced our stock to conform with arm-chair theories, we immediately would lose the reputation of having what the customer wants. For many customers, a substitute isn't satisfactory. Also, when a customer is able to find just what he is looking for, he will buy something else usually, because he isn't exhausted listening to sales talk and trying to decide whether or not to accept

a substitute for the wanted item."

All buying for Carlson's is handled by Owen. "My instructions," he said, "are to have the merchandise on the shelves, not on order. I can't afford to run out of merchandise, for every item must be available when the customer calls for it."

Considering the new items coming on the market, this is a sizable task. "I keep up-to-date by advertisements in hardware magazines," Owen explained. "But I have one complaint on this score. Often the advertisers don't advertise far enough in advance for us to have their material stocked before we begin receiving calls for it. The ads appear too close to those in consumer magazines."

Thus, Carlson's success is built around the theory that if you can supply 85 percent of your customers' needs, you don't need as many as you would if you could supply only 35 percent. And when you can supply 85 percent, you are certainly going to attract some trade from competitors who can supply only 35 percent of their customers' needs. The value of Carlson's method is evident in the fact that he turned a \$125 seed store into his present, successful operation.





A Few of the More Popular American Chains

DOG and KENNEL CHAINS— These and also the HALTER and TIE-OUT CHAINS are made of Tenso Pattern Chain, the most popular weldless pattern made of wire. Dog Chains also made of Elwel twist link welded chain.

SASH CHAIN—Acco No. 8 runs smoothly over any cord-pulley.

TWIST LINK MACHINE CHAIN

—A light, strong welded chain

—one of the popular Elwel
patterns.

PROOF COIL CHAIN—Also called common coil chain. Ageneral-purpose steel welded chain.

HEAVY DUTY CHAIN—Also called Dredge or Crane Chain. A wrought iron chain made in two grades.

LOGGING CHAIN—Proof Coil or BBB Grade steel chain, made up into assemblies of 10 to 20 foot lengths with grab hook and ring or grab hook and slip hook.

LOADING CHAIN—Electric welded steel chain with strength, flexibility and light weight.

POCKET WHEEL CHAIN—Links formed, welded and gauged to exact dimensions.

SAFETY CHAIN—Also called Plumbers' Chain, Made of brass or steel stamped links.

LOCK LINK COIL CHAIN—This pattern of weldless chain is particularly good for operating over sprockets.

▲ Look to your AMERICAN CHAIN wholesaler for all types of welded and weldless chain, fittings, assemblies, hooks, repair links, cotter pins.



York, Pa., Atlanta, Chicago, Denver, Detroil, Los Angeles, New York, Philodelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

AMERICAN CHAIN DIVISION AMERICAN CHAIN & CABLE

In Business for Your Safety





Officers and directors of the Texas Hardware and Implement Association seated, left to right: R. H. Lindop, director; R. E. Lindsey, retiring president: L. P. Nolen president: elect: E. M. Schaefer, first vice president and J. C. Stevens, second vice president. Standing: Directors J. L. Bruns, Dick Bowser, Frank L. Halla, C. A. Washmon and Barney Goldihorn. Not shown are Directors W. E. Spencer and Rev Payne

TEXAS CONVENTION

DISTURBING international conditions coupled with a befuddled and ever-changing domestic scene created a singular atmosphere for the fifty-third annual convention of the Texas Hardware and Implement Association at San Antonio, January 15, 16 and 17.

There was less gaiety and abandon among the members, the festive annual banquet drew less attendance and those who customarily entertain on a large scale reported a marked decline in both spirit and number of guests.

Perhaps more indicative of the fact that thinking of the hardware and machinery retailer in Texas has been sternly sobered was the applause, or at least the obvious sympathy in business sessions, for speakers with criticism, either hard-hitting in the open or implied, for the national administration; and speakers with a sales message were under some handicap for lack of enthusiasm in the audience.

Martin Dies, former congressman widely known for his un-American investigations and now a practicing attorney in Lufkin, elicited evidence of the trend in thinking as he addressed an alternately hushed and applauding capacity audience. He agreed that "our biggest job is to stop Communism and we must do what we can short of bankruptcy," but he recalled that Lenin once said the Soviet would some day force the United States to spend itself to death.

"What we must do," he continued, "is prepare ourselves with a reserve through universal military training for we cannot endure total regimentation. We must put our own house in order for it is nothing but criminal the way American money is being wasted to buy votes. Harry Truman has no capacity to lead America in this emergency.

"We must restore our government to decency and honor and rid ourselves of the undesirables within that government. We can't do it with Truman, for Truman fights Communism abroad and embraces it at home."

Dies, from a long line of Democrats, recalled the advice of his father to "choose your country if the time ever comes when you must decide between your party and your country."

Similar rapt attention was accorded Dr. Arthur A. Smith of the First National Bank of Dallas. Smith, a widely-recognized Southwestern economist, said it is not true that we are fighting Communism.

"Why?" he asked. "Because for

the last 15 years our government has adopted one Communist doctrine after another.

"And what the administration does with the right hand to stop inflation they undo with the left. And the reason is politics."

There was a tone of rebuttal in addresses by the two principal officers of the association, Retiring President R. E. Lindsey of Lott and President-Elect L. P. Nolen of Seynour.

Lindsey, taking the keynote of the convention, "Today's Challenge," for his topic, said that to sum up, he would say it is time to sell America for the challenge is to prove our democratic way of life is the right way.

"It is true," he conceded, "that a lot of people are opposed to the way things are being run in Washington, and our tax burden, but not one of us would trade what we have for what other countries don't have.

"It is true that our capitalistic system is not perfect for there is no such thing as a perfect existence, but no one here doubts that we have the closest thing to it or that we have the greatest country or one that will grow greater."

His single reference to merchandising was by way of admonishing dealers to never forget CASH IN On The Booming Market For
Power Lawn Mowers With
Our 1951 Line



FOR LONG LIFE

America's Most Versatile Lawn Mower

OUTSTANDING FEATURES:

1. Light weight—air cooled, 11/2-2-HP 4 cycle gasoline engine supplies an abundance of power for cutting high or low grass and weeds.

Heavy duty model has 21/2-3-HP 4 cycle engine.
 A specially designed, heat treated spring steel blade

 A specially designed, heat treated spring steel blade cuts a swath 20 inches wide, no after trimming is necessary. Blade easily removed to sherpen.
 Vertical shaft has ball bearings sealed in grease at

factory.

 Special adjustable feature permits raising or lowering of blade to desired height. Cutting range approximately one to three inches above ground.

6. Four wheels with ball bearings, equipped with 10x2 semi-pneumatic puncture proof tires.

7. Blade fully protected on all four sides.

PLUS OTHER FEATURES

A few choice franchises available in the Southeast. Write, wire or phone for complete details. Southeastern sales record speaks for itself.

CLARK MANUFACTURING COMPANY

300 MELVILLE ROAD

Tel.: Atlanta, Ga. - CRescent 3361

DECATUR, GEORGIA

CLARK MANUFACTURING COMPANY, 300 Melville Road, DECATUR, GEORGIA

Gentlemen:

Please send descriptive folder and dealer franchise information on Clark Rotary Mowers.

NAME

ADDRESS

CITY

STATE

SOUTHERN HARDWARE for FEBRUARY, 1951

55

to give the customer a square deal "for war and war scares have a way of being over."

In concluding his installation address, Nolen said:

"I am sure that I can speak for all our industry on the matter of all-out cooperation with the president of the United States, his agencies, bureaus and the armed forces in the war efforts to bring about peace..."

Earlier, mentioning this era of economic and political confusion, he had advised, "if each individual would appoint himself a committee of one to serve his God, his country, his family, his business and industry unselfishly and untiringly, the outcome would be beyond our most fervent hopes."

The new president took note of the importance of the farm equipment retailer "with manpower on the farm at the lowest level in history" and the necessity for more soil conservation, since "the material things of this life are loaned to us by The Great One as stewards. A man's farm is his own in name only and he has no right to impoverish and deplete the soil . . "

He highly recommended the 10crop system, for the good of both farmer and dealer and predicted that farm equipment financing is in for a face lifting. "I believe," he said, that in the very near future you will see many farm machinery acceptance agencies over the country."

New Officers

Nolen's advancement to president from first vice president was effected, along with the advancement and election of other officers and directors, during the third and final half-day business session and on recommendations of a nominating committee headed by Past President Charles H. Flato III.

Unanimous adoption of the committee's report advanced E. M. Schaefer of Schulenburg to first vice president from second vice president and elevated J. C. Stevens of Coleman, former director, to second vice president.

Directors re-elected are Dick Bowser of Houston, J. L. Bruns of Seguin, Frank L. Halla of El Paso, R. H. Lindop of Dallas, W. W. Spencer of Athens and C. A. Washmon of Harlingen. New directors are Barney Goldthorn of Alice and Rex Payne of Center. Past President Lindsey is also a member of the board of directors.

Perhaps for the first time in the history of the association a convention was conducted without a secretary-manager, as remarked by President Lindsey, because of illness that confined Ray M. Souder to his Dallas home. Lindsey read Souder's annual report, which reviewed a successful series of seven district meetings last autumn and, aside from association business, indicated no decline in association strength with membership continuing in excess of 1,100.

The Texas Wholesale Hardware Association was represented on the speaking program this year by its secretary-treasurer, Nat M. Johnson of La Feria.

Previous to Johnson's appearance the wholesalers had met in a brief executive session wherein their principal action was to select the Shamrock hotel in Houston for their summer convention on June 8 and 9. Also, they heard from a representative of the U. S. Department of Commerce, who conceded he lacked information sufficient for much enlightment on the future of business controls.

Johnson said his topic, "Why Be An Old Man?" was a challenge to stay young in the hardware and implement business "and retain thoughts we had when we were young or new in the business." Defining a sale as "creating and supplying a desire," the speaker said it was necessary to apply salesmanship and that success required a perpetual willingness to study and ability to learn. Necessary, too, he said, are seven qualities-enthusiasm, aggressiveness, earnestness, sincerity, integrity, ambition and determination.

R. S. Stevenson, general sales manager of the tractor division, Allis - Chalmers Manufacturing Company, said his subject, "Today's Challenge to Our Industry," ties in with national interests. He read a list of 12 published challenges, but pointed out that it omitted one of the most important, crop prospects.

"The future of the farm equipment business," he continued, "rests largely on developments in Washington, but Washington has been told that to meet the needed agricultural production for 1951, the same amount of farm machinery will be needed as was produced in 1950."

In one of the inspirational addresses for which he is noted, Arthur C. Horrocks of the public relations staff of Goodyear Tire and Rubber Company, dealt more in human, rather than material elements of life. He warned that top soil, plus water, constitute the only source of renewable wealth and in defining his subject, "The Last Half Inch of Greatness," declared there is so little difference between the average man and the man who is an outstanding success.

Resolutions

The convention adopted seven resolutions, drawn by a committee headed by George W. James of McKinney. Among these there were: A demand that if and when applied price controls be administered in accordance with past business practice, with due regard for a margin of profit; A suggestion that the association board designate a dealer council on major lines of farm equipment to discuss problems with manufacturers: A warning to all dealers to guard against sale of farm equipment to sources that might release this equipment into black market channels; And the perenial resolution complaining of the exemption from equal taxation allowed cooperatives.

One entertainment feature, an informal dance and floor show, was sponsored by San Antonio distributors, including the Alamo Iron Works, Builders Supply Company, San Antonio Machine and Supply Company, Wm. Van Hoogenhuyze Hardware Company and Watts Hardware and Supply

Company.

Institutional functions, ranging from breakfast to cocktail party and dinner, some luncheons and dinners involving sales meetings, were sponsored by John Deere, International Harvester, Minneapolis-Moline, J. I. Case, American Chain and Cable, Bering-Cortes Hardware Company, Peden Iron and Steel Company, Walter Allen Company and the Texas Mutual Fire Insurance Company.

A merchandising exhibit, with 56 exhibitors in the Plaza hotel headquarters and in adjoining space, was managed by E. M. Schaefer, now first vice-president.

Total registration was 1,245 and following a meeting of the new board of directors in the wake of the convention it was announced that the 1952 meeting of the retail association will convene in Dallas on January 28, 29 and 30.

Be Sure
to Have the
Tackle
Featured in
THIS AD

Which Will Appear in March Issues of

MAGAZINES
HAVING
MORE THAN
6,000,000
READERS...
MANY OF WHOM

ARE YOUR

CUSTOMERS

See Your Jobber
Now, so You'll Have
It When They
Ask For It



Drug Stores Forced Him to

OPEN ON SUNDAY

By Baron Creager

In Dallas, Texas, Inwood Hardware occupies an excellent location in a thriving shopping district and ever since opening there has enjoyed increasing volume throughout the normal business week.

But such a suburban location has its disadvantages, too, because such a shopping district is composed of all manner of retail businesses, including drug stores, only in this case there are three drug stores, occupying approximately the three principal corners of the main intersection of the shopping district.

Standing in front of his establishment, Charles Hill, Jr., owner and operator of Inwood Hardware could, without great difficulty, sail three half-dollars so that they would land on the roofs of the three drug stores. He could, in fact, heave a heavier missile that far for Hill is a big man.

Decides to Open

It did not require much investigation by Hill for him to discover long ago the amount of hardware business done on Sunday by the three drug stores, all of which carry the usual up-front displays that one finds today in drug stores. So Hill finally decided that to compete for this business with drug stores, he must introduce some drug store hours into his hardware business.

So in November of 1949, he opened on Sunday on an experimental basis. Now the hours have settled down to the period from 9 a.m. to 1 p.m. and the results have been satisfactory, at least from the viewpoint of getting business that had been going to the drug stores, and customers come from considerable distances, knowing they can get quality hardware here on Sunday.

"We have an average of at least 200 customers during the open period on Sunday," Hill said recently, "and in those four hours the average is from \$500 to \$700 in volume.

"Furthermore, the people who come in on Sunday are not shoppers. They come with a specific purchase in mind, and they buy, they don't look. For they now know that quality hardware and other merchandise can be had here on Sunday.

"Just what it has done to the drug stores, I don't know. But I am sure that we have had a great many customers who would have gone to the drug stores had we not

been open. Of course, if we were not open, it is true that many purchases would wait over until Monday. But it is also true, in my opinion, that inferior substitutes would have been purchased by a great many people had they been unable to buy from us.

"I was not particularly anxious to open on Sunday. I had never known of a hardware store being open on Sunday. But with a cluster of three drug stores around me, I didn't see any other logical way out."

There have, naturally, been some repercussions through complaints of other hardware dealers. Hill's friend and competitor across the way has remonstrated with him for opening on Sunday. So have other dealers not too far removed.

Hill, however, does not intend to change his policy for he is convinced he is cutting into the volume of three competitors who, in the general belief of hardware retailers everywhere, are unethical.

Joint Hardware Convention at Palm Beach in April

THE 60th annual convention of the Southern Wholesale Hardware Association will be held at Palm Beach, Florida, April 8 to 12, 1950, in connection with the semi-annual convention of the American Hardware Manufacturers Association. This will make the fourth joint convention the two associations have held at Palm Beach, starting with the Golden Anniversary convention of the Southern Association in 1940.

Formal announcements of the convention were mailed to their members by the two associations on December 16.

Three palatial resort hotels—the Palm Beach Biltmore, the Mayflower and the Whitehall—will handle the convention; and, since the meeting is scheduled to come just at the end of their regular winter season, they will be able to turn over practically their complete facilities to the convention. The three hotels, combined, have in excess of 1,000 rooms. Arrangements will be made for additional hotel accommodations if necessary.

Headquarters will be at the Palm Beach Biltmore, and all requests for rooms should be addressed to that hotel, which will act as a clearing house for reservations. However, where a preference is expressed for one of the three hotels, it will be recognized as far as possible in assigning rooms to individual delegates.

The three hotels are closely adjacent to one another, on the Lake Worth water front, and all have comparable facilities.

The advance registration plan will be used again, and copies of the advance registration directories and identification badges will be available starting Sunday morning, April 8. The Sporting Goods Division of the Southern Association will have a special program of activities on Monday, the usual joint opening session will be held Monday night, and final business session is scheduled for Thursday morning, April 12. Details of business and entertainment programs will be announced later.

Further information may be obtained from the Southern Wholesale Hardware Association, 814 Metcalf Building, Orlando, Florida, or the American Hardware Manufacturers Association, 342 Madison Ave., New York 17, N. Y.

What's a model file stock for your community?



Typical file stock

Small Town

Mill Bastard

Mill Bastard Silm, Extra Silm or Double Extra Silm Tapers Flat Bastard Half Round Bastard

or 10" Round Bastard Half Round Wood Rasp Handy File X.F. Needle Filos (in kits of 12 assorted shapes)

DAIRTING COUNTRY

METROPOLITAN CENTER

PULPWOOD REGION



Being wear-away tools that require constant replacement, files are always a money-making hardware item. But you can make a lot more money by making a study of your particular file market and selecting your file stock accordingly. Consider the seasonal as well as the occupational demands. Put the right leaders up front at the right time - saw files during pulpwooding and orchard-pruning periods; repair files for farm, home, dairying "fix-up" times, etc.

Your hardware wholesaler can help you make up a balanced, fast-moving stock for your trading area and your type and size store.* Then nail your flag to the Black Diamond brand and sales will "fall into your lap" from the sheer weight of its reputation as the finest quality and biggest value.

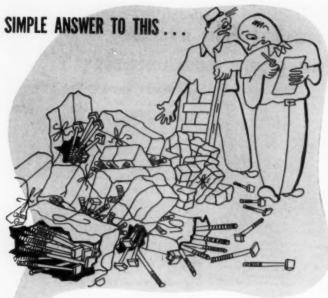
*FREE BOOK, "FILE FILOSOPHY," will help, too. Write for it - the most famous work of its kind.

NICHOLSON FILE COMPANY

15 Acorn St., Providence 1, R. I. (In Canada, Port Hope, Out.)



BLACK DIAMOND ... A FILE FOR EVERY PURPOSE





Order Quality Buffalo Bolts in STURDY





• Jobbers and retailers are both singing the praises of Handy-Pack L., the super-rugged bolt carton. No more spilling, mixing and sorting of bolts. Next time order Buffalo Bolts...get the best in bolts...in the world's best cartons.

HANDY-PACK FEATURES

- HANDY-PACK Same price as 'ordinary' bolts in 'ordinary' cartons.
 - Same carton quantities as always, same method of ordering.
 - Cartons are re-shippable without tying or wrapping.
 - Covers make durable open drawers for bolt cabinets.
 - Can be ordered in carload or less-than-carload lots.

Write for circular on quantities and weights of Hundy-Pack Cortons.



Division of Buffalo-Eclipse Corporation North Tonowondo, N. Y.

Sales Offices in Principal Cities. Export Sales Office: Buffalo International Corp., 50 Church Street, New York City

PRODUCERS OF CIRCLE PRODUCTS - BOLTS . NUTS . RIVETS AND SPECIAL FASTENERS

Six-Time Stock Turnover

(Continued from page 40) prize in national competition conducted by a man's magazine.

His policy on window displays is to feature sporting goods on an average of six times a year, but this does not mean every other month, for sporting goods and fishing tackle displays are always timed with appropriate seasons of the year.

As advertising manager, Robert also writes all advertising used in the local newspapers and the budget for sporting goods provides at least 1,500 inches of advertising anually. In newspapers with the page size of those in Nacogdoches, 1,500 inches is about the equivalent of 12 full pages of advertising anually in behalf of sporting goods. Again, however, this does not mean that the 1,500 inches are spread evenly over 12 months. The budget for sporting goods advertising is saved back for use in telling smashes at appropriate periods.

That is about the extent of promotional and managerial attention required by the Cason, Monk sporting goods department.

Sales Not Necessary

The store has not found it necessary nor advisable to sponsor sportsmen's contests of any character. Neither is there any natural stimulation for sporting goods sales, especially fishing tackle, in the existence of resorts or large, artificial lakes.

Judging from the amount of fishing tackle sold by Cason, Monk and Company alone and not considering sales of competitors, the sizable catches must go to those with the most skill-or the biggest assortment of lures. For the Angelina river is the favorite haunt of anglers and there are but two public lakes-Pole Lake and Shawnee Lake-and a few private establishments. And geography of the region provides neither terrain nor game of quantity to beckon hunters in season in great numbers.

This sporting goods department operates under the usual handicaps, too, as far as competition is concerned. Henry B. Monk tolled off the competitive retail outlets on his fingers and thumbs and stopped at eight. In a community of slightly more than 12,000 population that, of course, includes one far-flung chain that makes capital of price advertising.





Nevertheless, Cason, Monk management is entirely satisfied that people seem to prefer to buy sporting goods and fishing tackle in a hardware store and satisfied, too, that Cason, Monk is getting a full share of the business.

Are You Getting Your Share? . .

(Continued from page 41) more trial-and-error experiments

than a research chemist. He has been offered more cock-eyed, surefire. "guaranteed - to - catch - fish" items than any one sane man could ever dream of. After adding a few of these gadgets to his gear and a few words to his vocabulary, the fisherman has rightfully earned his title of "the most skeptical man in the world." But, it is just as true that the fisherman has his share, probably more than his share, of good common sense when it comes to the gear he uses-and there will be no repeat sales for the man who sells him a goldbrick.

The fisherman is not as price conscious as most people consider him to be. Several years ago, a manufacturer brought a push-button plastic float onto the market. This float, which has to retail for almost double the usual price of the conventional floats, was tested and approved by the fishermen and today it has become one of the fastest selling tackle items in the country.

Every firm handling sporting goods is interested in increasing its volume and its profits. This is being done by many firms now. Although I would not attempt to suggest that there are any set rules for accomplishing this. I have noticed a few things that some of the more successful wholesalers and retailers are doing which seem to keep the customers coming and the cash registers humming.

They handle merchandise that is top grade and competitively priced; merchandise that is needed by large numbers of sportsmen.

They handle merchandise made by a manufacturer who has a very definite sales policy and a very definite discount structure, which assures both the wholesaler and the retailer of a fair and full margin of profit. The manufacturer's sales policy must be such that the wholesaler and retailer can be sure the merchandise will not be offered elsewhere at irregular discounts which might expose them to unfair, cut-throat competition.

Shooters want POWER

POWER-

RECOMMEND

PETERS

"HIGH VELOCITY"

This year Peters 1951 advertising schedule includes color advertising, running both spring and fall in Field & Stream, Sports Afield, Outdoor Life, Boys' Life, Country Gentleman, Capper's Farmer, American Rifleman and a long list of farm, shooters', and other publications. All these powerful advertisements will be working for you if you stock the Peters line.

Recommended by farmers, guides and shooters everywhere!

STOCK THE ENTIRE PETERS "HIGH VELOCITY" LINE



MARD-MITTING Peters
"High Velocity" 22's are
fops for small game and
pests. "Micro-Perfect"
bullets * split-second
ignition * newest smokeless powder * special lu-

brication to protect rifling "Rat" trajectory "Rustless" non-corrosive priming.



PETERS "MIGH VELOCITY" big game cartridges pack smashing power for hard-to-stop game. Uniform bullet expansion, minimum disintegration on impact, maximum kill-

ing energy • "Rustless" non-corrosive priming • split-second ignition.



POWER-PACKED Peters
"High Velocity" shotgun
shells bring down high,
fast-flying game. "Rustfess" mon-corrosive priming * split-second
ignition * "Water-Tite"

bodies · progressive-burning smokeless powder · uniform shot size and shot count,

PETERS packs the power

QUPOND

PETERS CARTRIBGE BIVISION, BRIDGEPORT 2, CONN.

"Rustless" is Reg. U. S. Pat. Off, "High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.





They avoid third-rate merchandise, which is usually good for a one-time sale only and which, in many instances, destroys good will and detracts from the reliable lines which build repeat business.

They display merchandise properly and prominently, as this is the surest way to attract the customer's attention and awaken his interest—thereby, paving the way for a sale.

The top-flight manufacturers, wholesalers and retailers all have their sights trained upon the same man—the customer, the satisfied customer, who will come back for more of the same thing. He is the best insurance for your continued prosperity. Sell him quality; for his repeat business and good will are your most reliable assurances of additional volume and profits in this field.

Basement Sports Shop

(Continued from page 43)

basement to keep it coming back.

These included several ideas that may be used for sporting goods promotion in any location. One of the most successful was a fishing news service, provided by fishing camps within an area of 100 miles radius. The store sent supplies of self-addressed postal cards to these camps, and asked them to send information twice or three times a week on the accommodations available, what fish were being caught on what bait, and other data that might be interesting to sportsmen planning a fishing trip.

The camps, of course, were glad to co-operate for the promotion they received free from the idea. The net result was a reliable, daily fishing news service.

Hunting and fishing licenses were placed on sale, and a repair service was established on a concession basis for guns and fishing equipment.

The goal was to make the Sport Shop a true headquarters for sportsmen. To this end, comfortable seats were provided to encourage customers and prospective customers to sit down and discuss their sports problems and triumphs.

The Sport Shop, about 45 by 65 feet, was filled with attractive island and wall displays in such a way that merchandise could be easily handled and inspected. Guns and fishing rods were made readily accessible, and a permanent

Offer your customers complete lines in Hardware Cloth and Insect Wire Screening

 When you stock complete lines of Cyclone "Red Tag" Hardware Cloth and Cyclone "Red Tag" Insect Wire Screening, you're ready to meet every customer's need with a top quality product.

CYCLONE HARDWARE CLOTH

is manufactured in 2 x 2, 3 x 3, 4 x 4 and 8 x 8 mesh sizes . . . in 24, 30, 36 and 48 inch widths. Straight wires, the strong welded selvage and heavy galvanizing after weaving make it a good-looking, long-lasting hardware cloth. Every roll is guaranteed to comply with all requirements of Commercial Standard CS132-46, as issued by the National Bureau of Standards of the U. S. Department of Commerce - and don't forget the heavy grades . . . %" and %" number 17 gauge in same widths.

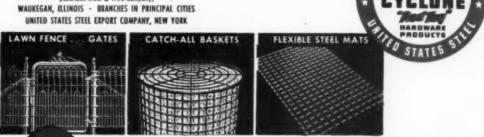
CYCLONE INSECT WIRE SCREENING

is made in 3 grades... GALVANIZED, BRONZE and ALUMINUM . . . standard mesh 18 x 14 . . . standard widths 24, 26, 28, 30, 32, 36, 42 and 48 inches. Mesh is firm and even, the double selvage makes it easier to stretch the screen square. Every roll complies with the requirements of Commercial Standard CS138-49, as issued by the National Bureau of Standards.

The familiar Cyclone "Red Tag" label is an assurance of quality that your customers know and recognize. So do your best to keep a full stock of Cyclone Hardware Cloth and Cyclone Insect Wire Screening on hand, especially during the busy spring season. We are dividing available production among jobbers as equitably as possi-ble; your jobber, we are sure, is following a similar policy. Keep in touch with him.

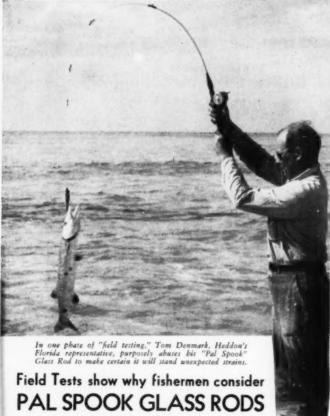
CYCLONE FENCE DIVISION

(American Steel & Wire Company) UNITED STATES STEEL EXPORT COMPANY, NEW YORK



CYCLONE "Red Tag" HARDWARE PRODUCTS INSECT WIRE SCREENING . LAWN FENCE . GATES . CATCH-ALL BASKETS . FLEXIBLE STEEL MATS

STAT



"America's Finest"

These rods were designed by fishermen, for fishermen and - for fishing. They have backbone where backbone is needed, and action where action is needed. When you see the new Heddon "PAL SPOOK" glass rods, you will realize why seasoned anglers say, "This is it." There are three beautiful models in four different lengths and four tested actions - suitable for any budget and any kind of fishing. To appreciate these fine rods, you should really see them. Ask your dealer to show them to you.





Write for New 1951 Heddon Catalog

Our new 84-page DeLuxe Catalog is most comprehensive we've ever published. Besides showing all Heddon Rods, Reels and Baits in full color, it devotes two pages to "Bait Manipulation"; a page on "Fishing Tips" by fish-wise old-timers; authentic illustrations of 72 popular sportfish, their world's records, feeding habits, proper tackle, etc. Price 25c. With it comes beautiful color print of Largemouth Bass for framing. Write today for 84-page DeLuxe Catalog or free 32-page

JAMES HEDDON'S SONS . 2402 W St., Downging, Mich.

bait board showed the store's stock of lures and their prices. An innovation was a permanent threesided brick outdoor brick oven in which three types and sizes of ovens were shown along with outdoor grills, skillets and allied

And all the time, the store kept adding new lines whenever it could find them. Two that turned out to be exceedingly popular were archery equipment, and shoe

In keeping with a general store policy, sales personnel were required to know their merchandise and its use. They were instructed to promote a self service policy as far as possible, but to augment it with real salesmanship.

The store has weekly meetings of its department heads when each discusses his sales plans, ads, displays and sales contests for the next 30 days. In this manner, various department operations are integrated into the store's overall promotion program.

Quality is emphasized above price with the exception of a few leaders, and the store attempts to get as many competitive lines as possible. Every advertised item is checked for sales for three days after the advertising appears, and a reason is sought if the ad fails to produce sales.

In other words, while informality is underscored in the Sport Shop, a continuous control check is kept on its operation.

"No good merchandising is static," Warner said. "It has to be changed all the time. It is a continuing, dynamic operation. That's one thing that led us to try a basement Sport Shop, and it has paid off. But who knows? We may even change it again some time, and try something else in the basement.'

Wheel Goods

(Continued from page 44)

The outside area of the entrance provides an excellent spot for demonstrating wheel goods. "Most young people who buy bicycles and tricycles want to try them out," Mr. Duffie said. "Our deep front entrance provides adequate space for this. Often a parent who comes in with the intention of looking at less expensive models will become interested in a higherpriced one after a demonstration, with the child at the wheel."

Although several of Duffie's competitors sell tricycles and bicycles, he has become known for "You Build for your own and your country's future when you save..."



BENJAMIN F. FAIRLESS

President, U. S. Steel Corporation

"A free economy, such as ours, is built on the savings of the people. And the future security of America depends on the initiative and the growth of every citizen. We in U. S. Steel encourage our employees to join the Payroll Savings Plan, and we are proud that the National Tube Company, one of our subsidiaries, was the first of the large industrial companies of the nation in 1950 to have more than 80% of its employees participating. Remember, you build for your own and your country's future when you save."

Mr. Fairless is not expressing a personal opinion, nor is he speaking for other far-seeing executives when he tells you that our economy is built on the savings of the people and a man builds for his own and his country's future when he saves.

Actually, Mr. Fairless is merely putting in words the thoughts and action of the millions of employed men and women who now hold more than 50 billion dollars in U.S. Savings Bonds.

\$50,000,000,000! Who sold all those bonds to millions of people? The answer is, nobody sold them.

80% of the employees of the National Tube Company...
75% of the employees of Carnegie-Illinois Steel Company... thousands of employees of other U.S. Steel subsidiaries... more than 8 million employees of other companies

bought U.S. Savings Bonds and are buying them every month on the easy, automatic Payroll Savings Plan. Their employers merely offered these men and women an opportunity to save for their future. There was no pressure, no emotional appeal.

How does employee participation in your Payroll Savings Plan match up with the 80% of National Tube, the 75% of Carnegie-Illinois? Or, perhaps you are one of the relatively few large companies that do not have a Plan? In either case, wire or write, Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Bldg., Washington, D.C. Your State Director is ready to help you with a package plan—application blanks, promotional material, practical suggestions and all the personal assistance you may desire.

The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the G. M. Basford Company and

SOUTHERN HARDWARE





A Product of the WICKWIRE SPENCER STEEL DIVISION of THE COLORADO FUEL & IRON CORPORATION In the East - WICKWIRE SPENCER STEEL DIVISION . 500 Fifth Avenue, New York 18, N. Y. In the West - THE COLORADO FUEL AND IRON CORPORATION . Denver 2, Colorado

On the Pacific Coast - THE CALIFORNIA WIRE CLOTH CORPORATION . Oakland 6, Calif.

the variety of stock and his personal service in helping the customer select the right model and

The customer is encouraged to add accessories to the bicycles they purchase, and most of them return for baskets, lights, etc. They return also for paint. When the bicycle or tricycle is sold, the young customer is urged to keep it well painted. To further suggest this idea, the ledge above the attractive paint display, at the front of the store, usually shows a bicycle. And in the front paint display. small cans of paint are featured. some of which are just large enough for painting a bicycle. tricycle, or wagon.

Wagons also are displayed prominently among Duffie's wheel goods assortment. When a child purchases a bright red wagon, he is shown a small can of red paint.

Volume sales of bicycles and tricycles every month in the year cannot be expected unless there is continuous display, Mr. Duffie said, for most shoppers will want them for a long time before actually making the purchase.

Teen-agers are among the most enthusiastic buyers of bicycles, especially the better grades of bicycles. And these are the buyers who usually want an action demonstration, Occasionally, when the prospect is well known to Mr. Duffie, he is permitted a home try-out.

Although bicycles are given a prominent place in the sporting goods department, other sporting goods items are not permitted to lag in what Duffie calls the "front parade." Bulky items, such as outboard motors, have their turn also in the outside display and in the

Wheel goods, like other items in the sporting goods department, are placed in lavaway often. These are tagged with the customer's name and stored in a section of the warehouse reserve.

Mr. Duffie, who established the store 25 years ago, had bicycles and other wheel goods in mind when he remodeled the store several years ago.

The broad ledge above the display shelves offers an ideal place for showing all varieties of wheel goods. Every month in the year an attractive assortment of bicycles. tricycles, and red wagons extends around the top of the shelves. proving to customers that Duffie can show a variety at all times during the year.



Do YOU KNOW that the forces of advertising are engaged today in one of the world's greatest jobs of mass education ... in the public interest?

Do you know that these forces for good have been released through the vision and unselfish cooperation of American business – advertisers, advertising agencies, media owners and others?

Hundreds of advertising agencies have volunteered their planning and creative time and facilities. Artists, cartoonists, photo-engravers, printers, typographers and others have contributed their services.

Media owners have donated millions of dollars in space and time. National and local advertisers have sponsored and paid for many millions of public service advertising messages. As a result, the American people are being alerted as never before to the dangers which threaten from within and from without . . . the dangers of ignorance about our American economic system, intolerance, tuberculosis, school and teacher shortages, etc.

And, at the hub of this great public service effort is your organization . . . The Advertising Council.

Advertisers and Media Owners... Your Help is Needed!

Right now The Advertising Council has 14 programs in operation. The success of these programs depends on the public spirited and generous cooperation of advertisers and media owners. Your help, in the form of space or time denations.

will mean a lot to us. And remember . . What helps America helps you!

Yours for the Asking

Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council . . . how it started . . . what it is . . . what it does . . . Or ask for material on specific campaigns. Address: —The Advertising Council, 25 West 45th Street, New York 19, N. Y.



Published in the public interest
by

SOUTHERN HARDWARE

*A NON-PROFIT ORGANIZATION FORMED TO UTILIZE ADVERTISING IN THE PUBLIC GOOD





Make your store poultry netting and hardware cloth

headquarters with Cortland Brand Wire Nettings and Hardware Cloth. They're heavily galvanized and uniformly woven — easy to handle because they lie flat when unrolled. Made from finest corrosion-resisting open-hearth steel. Meet U. S. Department of Commerce, National Bureau of Standards' specifications.

STOCK THESE POPULAR Cortland BRANDS

• HEXAGON POULTRY NETTING

Finest poultry netting made — in 1'', $1\frac{1}{2}''$ and 2'' mesh. 20 gauge wire. Standard widths, 12'' to 72'', and furnished in 150 linear ft. bales. Galvanized before or after weaving.

ANIMAL PEN NETTING

Heavy grade hexagon netting, galvanized after weaving for heavy-duty purposes. Includes Fox, Mink and Crab-Pot Netting. In ¾", 1", 1½", 2" and 3" mesh. Wire gauges, 14 to 19. Standard widths, 12" to 72". Furnished in 150 linear ft. rolls.

HARDWARE CLOTH

Standard and heavy grades. Uniformly woven, heavily galvanized, in all standard widths and meshes. Come in 100 linear ft. rolls. All-welded Wire Cloths also available in ½", ¾" and 1" mesh.

Cortland Brand

WIRE SCREENING . NAILS & BRADS . WIRE

WICKWIRE BROTHERS, INC., Cortland N. Y.

Sports Specialists

(Continued from page 49)

and outdoor clothing. A list of dogs that may be bought or hired is kept current by frequent contact with kennels and dog owners. The owners register at the store, listing their dogs according to their training—deer hounds, bird dogs, retrievers, etc. No charge is made for this unusual service, which has attracted an unestimated number of sporting goods customers.

Wilcoxen never misses an opportunity to dramatize his sporting goods department, tying in with every local interest that offers an opportunity for special promotion. When the movie, "Annie Get Your Gun," was shown at a local theatre, a special window display on guns and ammunition was arranged around the poster being used to promote the film.

Outdoor clothing also accounts for much extra profit, because it is promoted vigorously to every group of sportsmen who might be interested.

"We try to get all we can from each season," Wilcoxen said. "Before each season begins, we plan for it, and we rearrange stock to give seasonal merchandise the best display. Also, we plan to give seasonal customers plenty of time to make their selections and talk about their hobbies.

"A man interested in trapping, hunting or fishing gets more pleasure from buying from a dealer who will talk to him about his favorite sport. Most of our customers have mail order catalogs from which they could order sporting goods, and if we did not plan to make shopping pleasant in our store, we would lose many customers to these catalogs."

In this town of about 2,000 population, Wilcoxen Hardware Company gets a generous share of the sporting goods volume, because it promotes its sporting goods department thoughtfully, with every month of the year considered for seasonal salesmanship. The \$12,000 yearly volume turned in by the compact little section, located at the front of the store, is a bright spot in the store's record system.

"There's hidden volume in a well-promoted sporting goods department," Wilcoxen concluded. "The small, front-end section which we use for promotions of sporting goods is our best traffic builder."

DEADLINE COMING UP!

Don't miss any of these **PYREX Ware Dishes!**

CHECK YOUR CUPSOARD NOW!

Local lines the Pyrex Ware dishes on this page. There is plenty of pleasure in every

ge con:

fave you found the fun of cooking in a

st. Flamowire Saucepan—avvior when

to are done just right! Have you used

so worderful sew Howens sets—casserote and remekins in bright, gay color * Do you own all three sizes of Pyres measures ?

Check your o

You'll enjoy every piece of Pyrex Ware



- 300







19 24







12.95



- - Tax 10



12.25





11.34



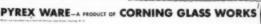








PYREY ROUND CAKE DIS SPECIALLY PRICED AT ONLY 396





layer cokes!

CASH IN!

Remember, 83% of women already own some PYREX Ware. What's more, they love it! When they see the 18 different PYREX dishes in that big ad, they're going to want more PYREX dishes.

The moral? Use the sales helps offered on this page. They're designed to help you get more sales and bigger sales on your whole PYREX Ware line! That's why adequate stocks are important ...



A product of Corning Glass Works

Order stocks for PYREX 100th Anniversary Special now!

Cash in on this full-page PYREX ad in February Ladies' Home Journal, Good Housekeeping, Woman's Day, and Country Gentleman!

Here's your traffic-puller!

From January 20th till March 31 ... one of the most popular PYREX Ware dishes at a 20¢ markdown! No need to tell you the pulling power of the PYREX name at a price like this!

Yes, your markup is protected!

From December 26 to March 24, you will be able to buy this "Anniversary Special" cake dish from your PYREX Ware Distributor at regular discounts from the special Hundredth Anniversary

Be sure you're ready with adequate stocks of the entire PYREX Ware line. Order TODAY.

> Use your FREE Displays and Sales Helps:

NEWSPAPER MATS

1 col. x 28 lines, 2 col. x 100 lines

RADIO & TV

Free scripts for 30-second commercials

POINT-OF-SALE DISPLAYS

Counter cards, display cards.

PROMOTION ENDS MARCH 31ST!

Order from your distributor today!

"PYREX" is a registered trade-mark of Corning Glass Works, Corning, N. Y.



Business on High Plane As Controls Move in . .

Authority expanding its list of regulations restricting the non-defense use of metals, the pinch on available supplies of consumer hard goods will become increasingly noticeable. But for the next few months, at least, there are not likely to be drastic shortages in many lines.

Meanwhile, the nation's retailers and wholesalers are having little difficulty in moving merchandise. Despite price increases consumer purchases are on a high plane and until more sharp governmental taxation is passed, the demand for goods hardly will lessen.

With employment running at a record high and with personal income running at a new high annual rate (in September more than \$288 billion) there is little likelihood of a lull in consumer spending. Meanwhile, the inflationary state of the nation's economy has reduced the purchasing power of the dollar to under 60 cents in comparison to its 1939 value.

While many observers have felt that mandatory price and wage controls would be imposed at almost any time, the Economic Stabilization Agency, as late as mid-January, admitted that it had "no present plan for across-the-board ceilings" on prices and wages.

Pricing Standards Set Up by ESA . .

In a Move to clamp the lid on further inflation, the Economic Stabilization Agency has requested that industry and business roll back prices on a voluntary basis to December 1, 1950, levels or face mandatory controls.

In issuing the pricing standard,

AT press time, a price-wage freeze appeared imminent. On January 17, defense mobilizer Charles E. Wilson announced that mandatory controls would be imposed with all possible speed. A roll-back of prices to January I levels seemed probable.

the ESA warned the retail and wholesale trades that gross margins may not be increased above the June, 1950, level if net dollar profits before taxes are equal to or in excess of average net dollar profits before taxes in the period 1946-1949. Also, distributors may

not increase their prices on the basis of increases in replacement costs or market costs. Margins may be added only to inventory cost actually paid.

Manufacturers' prices may not be increased above December 1 levels if net dollar profits before taxes are equal to or in excess of average net dollar profits before taxes in the period, 1946-1949.

In determining whether a price increase is permissible under the above standards, sellers must base their determination only upon actual experience.

Retail Sales Show New Increase . .

THE NATION'S independent retailers saw 1950 end on a rush of consumer spending. In November, the latest month for which statistics are available, total sales for all retailers were up 6 percent from November, 1949, and in the 11 month period were 10 percent above last year.

Hardware stores showed a thumping 15 percent increase over November of 1949, and for the 11 month period were 8 percent above the 1949 period.

Hardware Sales Tripled in Ten-Year Period . .

THE nation's hardware stores increased their sales 296 percent in the ten years from 1939 to 1948.

Final Census of Business figures recently released by the Bureau of the Census show that in 1948 sales by hardware stores amounted, to \$2,494 million, a figure more than triple that of the \$629 million volume of 1939, when the last Census was taken.

Along with this growth in sales volume there was a marked increase in the number of establishments for this kind of business between the two latest Censuses of Business. In 1948 there were 34,674 stores compared with 29,147 in 1939.

Geographic Division	% change in sales Nov. 1950 from		11 mos. 1950 from	% change in inventories Nov. 1950 from		Stock-Sales Ratio		
	Nov. 1949	Oct. 1950	11 mos. 1949	Nov 1949	Oct. 1950	Nov. '50	Nov. '49	Oct.
U. S. Total Sales	+16	-3	+14	+18	+4	143	143	133
Hardware:								
South Atlantic	+21	-7	+20	+17	+5	214	221	189
East South Central	+25	-9	+23	+26	+15	218	221	170
West South Central	+19	-4	+18	+18	+4	220	220	203

Wholesale Hardware Sales and Inventories (From U. S. Dept. of Commerce Monthly Report)

You'll Sell More of the NEW Coleman Streamlined CAMP STOVES

with this

DISPLAY DEAL

-No Extra Charge

This beautiful, life-size, trafficstopping, hard-selling window and floor display does a real sales job. It is sent to you absolutely free with your order of 12 or more Coleman Folding Camp Stoves PLUS 3 or more No. 10 high stands.

Let this colorful, life-like display add excitement and interest to your windows and sales floor . . . sell more Coleman Camp Stoves during the big Spring outdoors season. Order from your jobber today.

FASTEST SELLING CAMP STOVE MADE

It was a sell-out in 1950. With its streamlined design and the backing of strong national advertising, it'll sell even faster this year! Model 413-D shown here has smooth rounded corners, improved tray-type lid, handy towel rack, and steel strap slide-away legs...all strong selling features. It is one of the popular two and three burner models of Coleman Camp Stoves. All light instantly; cook like a city gas range. Fold up and carry like a suitcase. Bake, boil, roast, fry, broil, toast. Proved profit producers.



Order from Your Jobber Now-Be Ready When Sales Start!

The Coleman Line is Your PROFIT LINE Because More People Buy Coleman Than All Other Similar Lines Combined

Timely Products to Push for Profit Now-Order from Your Jobber



NEW Model 200 Floodlight Lantern

Greatest all-purpose outdoor light on the market. Improved burner. Larger fuel fount; 8 to 10 hours lighting service. New attractive red porcelain ventilator top.



Speedmaster Stove Good eats

fast at home or away.



Marine Stove

Better meals, more convenience for boat owners, affoat or ashore. Two burners, Kerosene and alcohol models.

THE COLEMAN COMPANY, Inc., Wichita, Kansas

Washington News

. . . Orders, Regulations, Priorities

Copper Use Banned in Hardware Items.

N AN amendment to Order M-12, the National Production Authority has banned the use of copper in certain "less essential" items effective March 1.

The list of articles in which no

form of copper may be used includes items in the following categories: builders' hardware, furniture and fixtures, hardware, home furnishings and equipment, household appliances and a number of others.

The order permits the use of copper where it serves a functional purpose and where no practical substitute is available. Copper can not be used where it is non-functional—for example, in the manufacture of ornaments or for use in decorative parts—or where a satisfactory substitute can be used.

Manufacturers are permitted to complete and sell affected items if they were in process of manufacture on or before March 1 and are completed not later than April 1.

Further, manufacturers were to be permitted, during January and February, to use 85 percent of the average monthly amount of brass mill and wire mill products they used during the first six months of 1950, but they are permitted to use copper in foundry products at the same quarterly rate as they did during the first six months of 1950.

Nickel for Non-Defense Reduced 35 Percent . .

Use of nickel for non-defense purposes has been reduced 35 percent under NPA Order M-14. During the first quarter of 1951, consumption of nickel by the manufacturer must not exceed 65 percent of his average quarterly consumption for the first six months of 1950.

Use of nickel in maintenance, repair and operating supplies must not exceed 100 percent of the quarterly average use during the base period. Exempt from the order are those using less than 250 pounds during a calendar quarter. Inventories are limited to a 30-day supply or a "practicable working minimum," whichever is less.

NPA Cuts Zine Use 20 Percent

N PA ORDER M-15 has limited the non-defense production and use of zinc products to 80 percent of the production or use during the first six months of 1950. The order directs that use of zinc products in any one month shall not exceed 40 percent of the permitted quarterly use.

Under the order, inventories are limited to a 45-day supply or to a "practicable minimum working inventory," whichever is less.





WITH PROTECTED PROFITS

Pflueger SUPREME Reel \$35.00

> Pflueger Reels and Baits can keep any fishing tackle department active. Your profits are protected not only with Fair Trade prices, but by the popularity of Pflueger Tackle among fishermen everywhere. The wide line of Pflueger Reels and Baits best meets every customer desire from youth to any age. Your investment in Pflueger Tackle can make money for you. Pflueger national

> > advertising never takes a vacation. Ask your jobber

> > > The Enterprise Manufacturing Company Akron, Ohio

> > > > 87 years making fine Fishing Tackle

Pflueger SUMMIT Reel \$13.50

Pflueger SKILKAST

Reel

\$10.50

Pflueger MEDALIST Fly Rod Reel \$9.00 to \$13.50

Pflueger PAL-O-MINE Minnow Pflueger Luminous

TANDEM SPINNER One of Pflueger's most successful Boits

Pflueger Advertising

A M E



Two Ingersoll Divisions Created by Borg-Warner

The Ingersoll Steel Division of Borg-Warner Corp., 310 S. Michigan Ave., Chicago 4, Ill., has been separated into two distinct manufacturing units, according to a recent announcement.



H. G. Ingersoll

One unit, to be known as Ingersoll Steel Division with plant and general offices at New Castle, Indiana, and sales offices at 310 S. Michigan Ave., Chicago, Ill., will be headed by Harold G. Ingersoll, formerly vice president and treasurer, who becomes president and general manager of this division. Other officers include Stephen L. Ingersoll, vice president and treasurer, and A. P. Zetterberg, vice president and secretary.



R. S. Ingersoll

The second newly created Ingersoll Division will be known as Ingersoll Products Division, operating plants at West Pullman, Ill., and Kalamazoo, Mich., with general offices at 310 S. Michigan Ave., Chicago, Ill.

Robert S. Ingersoll, formerly vice president of Ingersoll Steel Division, becomes president and general manager of Ingersoll Products Division. Other officers include: W. K. Eaton, vice president in charge of sales; J. A. White, vice president and Chicago works manager; R. A. Anderson, vice president and Kalamazoo works manager; A. P. Zetterberg, secretary, and H. A. Schmeal, treasurer and assistant secretary.



H. F. Seymour, president of The Columbian Vise & Mfg. Co., Cleve-



Dan C. Swander, Jr.

land, Ohio, announces that Dan C. Swander, Jr., in addition to his duties as vice-president, has been made sales manager of the organization.

Roxdale Elects Toombs General Sales Manager

David M. Hirsch, president of Roxdale Building Products, New York, N. Y., announces the appointment of A. E. Toombs as general sales manager of the company.

Mr. Toombs' background includes 18 years' experience with one of the nation's largest home furnishing manufacturers, during which period



A. E. Toombs

he advanced rapidly from the position of salesman to branch manager, sales manager of one of the company's major divisions, and finally assistant general sales manager of all divisions.

Wooster Brush Appoints Day to Advertising Post

The Wooster Brush Company, Wooster, Ohio, announces the appointment of Wilford K. Day as advertising and sales promotion manager. Mr. Day assumes his new duties after four years as a Wooster sales representative in the Great Lakes region.

Also announced is the appointment of Sam J. Rutherford, Jr., as sales representative in the Middle Atlantic area.



W. K. Day

20,000 SHAPES

Republic

NUTS AND BOLTS

Republic
Upson's full
line offers a complete
selection for all standard
bolt and nut needs. Uniformity and unvarying quality
mark these products—make them

everyway right for fast fastening, for lasting fastening. Why not make Republic

Upson your source of supply?

REPUBLIC STEEL CORPORATION

Bolt and Not Division
CLEVELAND, OHIO • GADSDEN, ALABAMA
Export Department: Chrysler Building, New York 17, N.Y.







Channellock pliers are made by skilled craftsmen of a company known for nearly 3 4 of a century for its highest quality products. The outstanding features of Channellock pliers such as Longer Wearing, No Wear on the Joint Bolt, Closely Spaced Adjustments and Greater Strength make them the most desired pliers.

Whenever your customers ask for pliers.

help them select the Best . . . Hand them Channellock

And remember, Only Champion DeAr-ment makes Channellock. Send for Catalog

CHAMPION DEARMENT TOOL CO. Meadville, Pa.



Heslar and Martin Join Atkins Staff

At the annual stockholders meeting of E. C. Atkins & Co., Indianapolis, Ind., all directors and present officers were re-elected. Two new officers were named at the same time-O. F. Heslar as executive vice-president and J. G. Martin as assistant secretary-treasurer.

Mr. Heslar, recently associated with the company, is a retired captain of the Navy and was formerly director of Public Works and Supply for the State of Indiana. Mr. Martin, who has been with the company 40 years, will also continue as credit manager.



O. F. Heslar

A. L. Martinson was promoted to merchandise manager and general sales manager of the hardware division, according to K. W. Atkins, vice president, in charge of sales. Others under Mr. Atkins' direction are Ray F. Ellis, general sales manager of the industrial division; Harold Waddle, manager of mill sales; Augustus Vogel, manager of the file division; and Elsner Hilton, manager of the export division. John B. Watson was appointed advertising manager.

Lockwood and Independent Plan New Alabama Plant .

A joint statement by Independent Lock Co. and Lockwood Hardware Mfg. Co. from their general offices in Fitchburg, Mass., announces the completion of plans for building a branch plant in Selma, Ala. Officials state that increased markets and subsequent demand for the products of both companies has dictated the need for expansion of plant and pro-duction facilities. The Selma site was chosen for its good geographical location for serving jobbers and dealers in the fast-growing South-

The new plant site comprises a 50acre tract on the outskirts of Selma. It fronts on a main highway and has rail facilities at the rear. Plans are completed, and work is scheduled to start immediately on the \$1 million plant. The main building will be a one-story modern construction and will contain 120,000 square feet of floor space. The most modern, efficient production equipment is to be installed.

At the start, about 300 employees will be required, and production will be concentrated on the Lockwood line of residential hardware, including Key 'n Knob type locks.

New Officers Elected By TCIRCO

Robert Gregg retired as president of the Tennessee Coal, Iron and Railroad Co., Birmingham, Ala., effective January 1, 1951, and was succeeded by Arthur V. Wiebel, formerly vice president in charge of operations.

The local steel-making subsidiary of United States Steel Corp. also announced the election of John Pugsley, formerly comptroller, to the newly established position of executive vice president, also effective January 1.

Succeeding Mr. Wiebel as vice president in charge of operations is J. M. Spearman, who advanced from the position of manager of manufacturing operations.

Mr. Pugsley's successor as comptroller is Hartwell A. Greene, formerly assistant comptroller.

G. N. Abt Forms National Sales Organization

Gerald N. Abt has recently formed The Hana Company, a national sales organization to promote sales and develop distribution of hardware. housewares and automotive items through distributors, large chains and group buying organizations.

The company will be represented nationally by well-established manufacturers' representatives in leading cities, including Cincinnati, Atlanta and Dallas.

Mr. Abt will act as sales manager for the organization in serving manufacturers with this aggressive sales force. For the past 25 years, Mr. Abt has been associated with the Tool Division of the Barcalo Manufacturing Co.

Venable to Manage Eagle-Picher Atlanta Branch .

Harwood F. Merrill, vice president and general manager of the paint and varnish division of The Eagle-Picher Co., announces the appointment of M. W. Venable as sales manager of the division's Atlanta District. In that capacity, Mr. Venable will supervise the company's paint, varnish and enamel sales throughout all of the southeastern states.

A native Southerner and a graduate of the University of Georgia, Mr. Venable has had comprehensive experi-

HELP SPREAD THE WORD

Mossberg consumer ads to millions in 1951 will carry messages like these ...

> YOUR FRIEND GAME WARDEN

This is our small contribution to Conservation and to the welfare and promotion of hunting and shooting - so important to sportsmen and dealers.

> RIFLES SHOTGUNS TELESCOPE

SIGHTS

PREVENT FOREST FIRES Carelessness can destroy timber, game, property out matches and smokes, Quench fire embers Carefully, Experienced hunters: please cautic

14702 ST. JOHN STREET NEW HAVEN 5, CONN.

HUNTER'S BEST FRIEND Best friend the hunter has is the property owner. Good hunters are careful and considerate of the property on which they hunt.

GUN CLUBS

There are thousands of active clubs in U.S.A. with excellent facilities for enjoyable shooting. The nicest folks in town are embers. Ask about your



BRING THE WHOLE FAMILY INTO YOUR STORE-with SOUTH BEND CROQUET!

Catch the eyes of youngsters and grown-ups alike by displaying this popular family game—it will mean more sales of all outdoor items!



SALES REPRESENTATIVES

East - Julius Levenson, 7 East 17th St., N.Y. South - Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn. Midwest - South Bend Toy Mfg., So. Bend, Ind. So. Calif. S. W.

Midwest-South Bend Toy Mfs. So. Bend, Ind. So. Calif. 6. S. W. - Anderson Sales Company, 7-0 W. 10th Place, Los Angeles 15, Calif. No. Calif. - Standard Toy Agencies, 718 Mission, San Francisco, Calif. Desser & Pac. N. W. - Leo Scherrer, 2840 W. 93rd Sx. Seattle 7, Wash.

93rd St., Seattle 7, Wash. Export - Affiliated Exporters, Inc., 10 East 34th Street, New York City

SOUTH BEND TOY MFG. CO. SOUTH BEND 23, INDIANA ence in both production and sales work in the automotive, aircraft and paint industries. Most recently, he was Atlanta branch manager for the Nu-Enamel Corp.

Paint production for the South is centered at the new Eagle-Picher paint plant in Atlanta, where a complete line of exterior and interior paints and enamels are manufactured. Mr. Venable will make his headquarters at this plant.

P. F. King, Stanley Works Executive, Passes

Patrick F. King, a director and former vice-president of The Stanley Works, New Britain, Conn., died October 27 in a private hospital.

Mr. King, 68, completed 50 years of service with the Stanley Works on October 1 of this year. Although he ended his active connection with the factory last March, when he retired from the post of vice-president in charge of the firm's hardware division, he continued as a director of the company.

Mr. King started to work for the Stanley Works on October 1, 1900, at the age of 18, as a trucker in the shipping room. He was promoted to the invoice department as a clerk, and in 1907 became head of the department. During the next 10 years he took over additional duties. In 1917 he was appointed sales manager of the firm's cabinet hardware line. and in 1919 assistant secretary of the company and later sales manager of the hardware division. He was elected vice president in charge of hardware sales in 1941, and on January 1, 1945, was made vice president in charge of the hardware division of the entire company. He was elected a director in March, 1945.

Outside of his business activities, Mr. King has long been prominent in civic, religious and social affairs in New Britain, his home. He is survived by his wife, two daughters, a son and five grandchildren.

Tettelbach to Manage Round Chain Advertising

Richard B. Tettelbach has been appointed advertising manager of the Round Associate Chain Companies, according to an announcement by James W. Dickey, vice president and general manager.

general manager.

Mr. Tettelbach will be in charge of promotional activities of the seven Round Chain Companies:

The Bridgeport Chain & Mfg. Co., Bridgeport, Conn.; The Cleveland Chain & Mfg. Co., Cleveland, Ohio; Round California Chain Co., So. San Francisco and Los Angeles, Cal.; The Round Chain & Mfg. Co., Chicago, Ill.; Seattle Chain & Mfg. Co., Seattle, Wash., and Portland, Oregon; Southern Chain & Mfg. Co., Birmingham, Ala., and Woodhouse Chain Works, Trenton, N. J.

Perfection Names Fuller Atlanta Sales Engineer .

Perfection Stove Company, Cleveland, Ohio, has appointed Robert Fuller as sales and service engineer for its Atlanta, Georgia, sales district. He will handle Perfection range, cook stove and heater service inquiries and problems in this district, it was announced.

Mr. Fuller, who studied at Emory University in Atlanta, was formerly with the Sloan Paper Co., in Atlanta. A World War II veteran, he served three years with the Army Air Force.

C. F. Bennett, Former Stanley Pres., Passes .

Clarence F. Bennett, 78, former president and chairman of the board of the Stanley Works, New Britain, Conn., died December 25 in New Brit-

Well-known to the hardware industry and to citizens of New Britain, where he took an active interest in civic affairs, Mr. Bennett started work at the age of 16, with the S. H. Beard & Co. plumbing store. Three years later he joined the Stanley Works, starting in the shipping room and gradually being promoted to higher positions. At the age of 25, he was made production superintendent of the plant, and during the next several years was named assistant and general superintendent.

In 1912, Mr. Bennett was elected a director of the Stanley Works. Four years later he was made second vice president of the company, and in 1918 was elected first vice president. In 1923 he became president, remaining in that post until 1941, when he was made chairman of the board. He retained the chairmanship until his retirement in 1946.

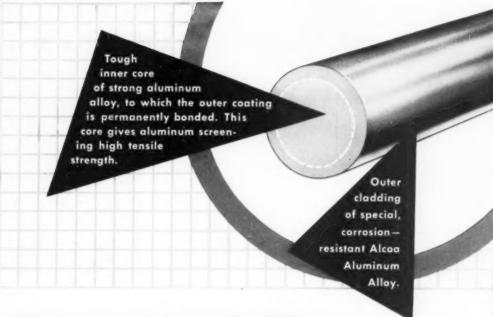
Surviving are the widow, two daughters and a brother.

Deming Company Holds Three-Day Conference.

The Deming Company, Salem, Ohio, climaxed one of its most active years in its 70-year-old history with a three-day annual sales conference.

New developments in the extensive line of Deming pumps and water systems announced at the meeting included such classifications as irrigation units designed to meet a wide variety of conditions in that complete market.

Advanced features of design and construction of various types of units for water systems pointed to a greater demand than ever from the rural markets, it was announced. Comparable developments in the industrial line of Deming pumps is said to forecast an unprecedented demand under conditions imposed by the defense program.



What your customers should know

about ALUMINUM SCREENING

CORROSION RESISTANCE

They should know that when properly installed and given reasonable maintenance (by brushing off accumulated dirt and cleansing with a spray of water), Alclad 56S screening will give excellent service—on the seacoast or in any locality.

NO STAINING

They should know that aluminum screening can't stain; can't rust-streak white surfaces.

REASONABLE PRICE

They should know that aluminum screening is comparable in price to other premium metal screening.

They should know that you recommend it as the best buy in screening.

ALUMINUM COMPANY OF AMERICA, 826B Gulf Building, Pittsburgh 19, Pennsylvania.

BECAUSE REARMAMENT NEEDS COME FIRST, you may not be able to get all the aluminum screening you want. Weavers are doing their best to allocate shipments fairly. Your supplier will do his utmost to help.

SCREENING MADE FROM PROPERTY OF ALCOA

Look for this tag on Aluminum Screening. Your customers will! Aluminum screening is woven of Alcoa Alclad Aluminum to U. S. Department of Commerce specifications by these leading manufacturers:

American Wire Fahrics Corp. Chose Brass & Copper Co. Clinton Wire Cloth Company Cyclone Fence Division (American Steel & Wire Co.) Henever Wire Cloth Company Heilig Bres. Company, Inc. The C. O. Jelliff Mfg. Corp. **Keystone Wire Cloth Company** New York Wire Cloth Company Pacific Wire Products Co., Inc. Pannwayan, Inc. Sparge Wire Company, Inc. Standard Wire Clath & Screen Co. Reynolds Wire Company Wickwire Brothers, Inc. Woven Wire Fabrics Division (John A. Roebling's Sons, Co.)



HOLD-E-ZEE

SCREWDRIVERS

... backed by inviting displays, substantial national advertising, outstanding features, and unsurpassed quality—Hold-E-Zees move steadily from your shelves, each sale creating a satisfied

ORDER THRU YOUR JOBBERI



UPSON BROS., INC. ROCHESTER 14, N. Y.

WHOLESALER NEWS

Passing of W. H. Marshall, of Stratton-Baldwin

William H. Marshall, well-known wholesale hardware executive of New Orleans, died suddenly of a heart attack on December 29 at Gueydan, Louisiana, while on a hunting trip.

Louisiana, while on a hunting trip. A native of Anniston, Alabama, his early experience in the hardware business was in Mobile. In 1917 he came to New Orleans to form a connection with the business which was then operated under the name of A. Baldwin & Co.; and for the next ten years he served as the company's sales representative in Shreveport. In 1927 he joined the staff in New Orleans; and for many years he had been vice-president and sales manager of the company, whose name was changed a few years ago to Stratton-Baldwin Co., Inc.

As an unusually competent business executive, "Bill" Marshall was widely known and respected in all branches of the hardware industry. His genial personality, his friendly smile, his considerate and courteous treatment of customers had endeared him particularly to a host of friends



W. H. Marshall

in the retail hardware trade.

Surviving relatives include the widow, the former Miss Francis Purvis, and two brothers, B. F. and R. T. Marshall, of Mobile.

Funeral services were held in St. Paul's Episcopal Church, New Orleans and burial was in Pine Crest Cemetery, Mobile.



When an established outlet moves \$100.000 worth of Pyrex brand ovenware and flameware, that outlet is suitably recognized by the Corning Glass Works. The picture above shows recognition being accorded the Nash Hardware Company of Fort Worth. Texas, for being the first hardware jobbing house to attain the goal in 1950. Receiving a Steuben glass cigaret box on behalf of Nash Hardware is E. C. Price, Nash sales manager, center. Grouped about him are, left to right: David Nash, vice president: John During, southern district sales manager for Corning; Charles E. Nash, president: C. W. Van Etten, district manager for Corning, and Earl Singleton, treasurer of Nash Hardware Company





Selling PERFORMANCE that is BUILT IN

The most successful salesmen are those who sell performance . . . not just products.

Earl Traynor, salesman for Thomas H. Bradley, Inc., of Watertown, N. Y., distributor of hardware and industrial supplies, makes it a practice to sell fasteners on the basis of performance.

When the values built into RB&W products are translated into terms of what the customer wants, both dealer and distributor are better able to maintain volume and profits on quality-priced merchandise—and, with the help of dependable RB&W fasteners themselves, keep the customers satisfied.



The values that Earl Traynor tells his customers about are built into RB&W fasteners by men like John Waring.

John operates a bolt-maker in RB&W's Port Chester plant. Automatic cold-heading, which RB&W originated, accounts for the superior strength, greater accuracy, almost perfect uniformity and improved appearance of RB&W bolts.

Here, and in other manufacturing steps, RB&W builds into its bolts and other fasteners the maximum soundness that enables them to perform as well, on the job, as Earl Traynor says they will.

RB&W

The Complete Quality Line

RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

Plants at: Port Chester, N. Y., Coroopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Philadelphia, Detroit, Chicago, Chattanooga, Dallas, Oakland. Sales agents at: Portland, Seattle.

106 Years Making Strong the Things That Make America Strong





W. I. Moody of Orgill Bros. & Co. celebrates his 86th birthday

W. I. Moody Celebrates Eighty-Sixth Birthday

W. I. Moody, chairman of the board of Orgill Bros. & Co., Memphis, Tenn., celebrated his 86th birthday on November 30, 1950. He has been with the company for 64 of its 103 years, starting as a youthful bill clerk in 1886.

In 1898, Mr. Moody was made a director, and a few years later was promoted to vice president. In 1919, he was made general manager, and since 1940 he has been chairman of the board of directors.

Despite his age, Mr. Moody is still actively on the job. Only the worst of weather can keep him confined to his

Edmund Orgill, president of the company and a grandson of its founder, said, "We are mighty proud of Mr. Moody and rejoice with him. He's been like a father to all of us."

Passing of T. R. Frazer, of Rome Hardware Co.

Thomas R. Frazer, president of Rome Hardware Company, Rome, Georgia, died on December 28, following a long illness.

Mr. Frazer was well known in the hardware industry by reason of his long connection with the wholesale hardware business in Atlanta and in Rome. Until he moved to Rome 21 years ago to operate Rome Hardware Company, he had been connected with King Hardware Company, of Atlanta, for many years, and was at one time a vice president of that company. He continued as a director of King Hardware Company until the time of his death.

Mr. Frazer was 71 years of age. He

was born in Opelika, Alabama. Surviving relatives include the widow, one sister and one niece.

Only three days after the passing of Mr. Frazer, Rome Hardware Company suffered another loss in the sudden death from a heart attack, of Bernard N. Neal, secretary of the company.

Summers Appoints Young As Acting Manager

Summers Hardware & Supply Co., Johnson City, Tennessee, announces the appointment of George Young as acting manager of the Industrial Supply Division. Mr. Young has been a member of the company's industrial sales force for several years and previously held executive positions with several large industrial supply houses of the South.

Mr. Young succeeds Bill Johnson, who has been head of the Industrial Supply Division for a number of years and who will continue with the company as an active member of the division.

Nelson Hardware Acquires New Warehouse Facilities

Nelson Hardware Co., of Roanoke, Virginia, has completed the purchase and renovation of a new warehouse adjacent to its present No. 4 Warehouse. The new unit contains 25,000 square feet of floor space which will be used exclusively for the distribution of plumbing and heating and electrical supplies, through the wholesale trade only.

The first floor of the building will be devoted entirely to office space and show room, according to W. K. Allen, sales manager of the company.



PINCOR

POWER MOWERS

Out Front— not by claim but by comparison

Pincor's the champ and it's ready to prove it! Anytime, anywhere, on anybody's terms.

Take Pincor—put it up against anything on the market. A look will sway you...a test will convince you...but the comparison will sell you on Pincor.

Pincor gives you a terrific sales-edge

It has the appeal of quality, styling and performance that customers want in buying mowers. It has the engineering, skilled workmanship and little extra touches you want in selling power mowers. In short, Pincor has everything to meet and beat all competition!

FACT: Pincor has more sales-making exclusive features by actual count than any other power mower.

Use your own good judgment

When a product can *prote* it's better ... when you can actually show how it's better ... there's really no trick in selling it. Put yourself in—USE THAT COUPON.

PINCOR PRODUCTS

Manufactured by Pioneer Gen-E-Motor Corporation 5841 West Dickens Avenue • Chicago 39, Illinois

Power Lawn Mowers - Hend Lawn Mowers - Electric Hedge Trimmers Gasoline Engines - Electric Generating Plants - Bottery Chargors - Generators

Without	Pioneer Gen-E-Motor Corporation				
obligation,	Dept. SH21				
send me further	5841 W. Dickens Av	e., Chicago, Ill.			
information about	Name				
Pincor	Company				
powers.	Street and Number				
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"BETTER MEASURE WITH LUFKIN"

"little" tools can mean BIG business

UFKIN "5-Application"

RADIUS GAGES*

Pave the Way for Increased Tool Sales

*Pioneared by Lufkin



All LUFKIN Radius Gage Sets come in durable leatherette protective folders.



Machinists are quick to appreciate the precision . . . the creative designing . . . that goes into Lufkin Radius Gages—this satisfaction with 'little' items paves the way for bigger sales of the complete Lufkin line.

For instance, each Lulkin Radius Gage is a separate unit which can independently and more accurately be applied, in 5 important wass, to the work. In addition, each blade carries the corresponding external and internal forms the most practical... most useful combination.

These advancements in Lufkin Radius Gage design typify the superior features that distinguish the complete Lufkin line. Progressive dealers, pointing out these finer features, find it paves the way to 'big business' in Lufkin precision tool sales.

Hew LUFKIN "see-your-hardware-dealer" Advertising Campaign

Every Lutkin ad in the Roto Sections of leading Sunday Newspapers, Trade, Industrial, and other Cousumer Magazines appears to a combined audience of more than 40 million! This tremendous campaign is designed to build more sales in your territory—for YOU. It pass to promote Lutkin Tapes, Ruiles, Precision Tools, It's the line that promotes YOU.



TAPES - RULES PRECISION TOOLS

111-R

THE LUFKIN RULE CO. SAGINAW, MICH., New York City, Berrie, Ont.

Corpus Christi Hardware Building New Warehouse

Construction of a quarter-milliondollar warehouse, with offices and showrooms, has been begun by the Corpus Christi Hardware Co., of Corpus Christi, Texas, on a six-acre tract on Highway 44, next to the Texas-Mexican Railway tracks.

The new headquarters and warehouse will consolidate under one roof the main office and all but one of five wholesale branches now occupying separate warehouses at scattered locations. The automotive branch will remain at 99 South Broadway.

The new structure will contain 119,000 square feet of floor space, including 16,000 square feet of office and showroom space on two levels. At the main entrance, three showrooms will be used for display of hardware, electrical, and plumbing supplies. On the second floor will be general offices.

Included in the new facilities also will be a cafeteria for approximately 75 employees. The concrete floor of the warehouse will be elevated on a fill to boxcar level.

Adjacent to the building a largepipe yard will be enclosed with cyclone fence and paved for automobile and truck parking.

The Schoellkopf Co. Expands Facilities .

The Schoellkopf Co., Inc., Dallas, Texas, is completing part of its expansion program, with the addition to its Austin Street warehouse. The addition, expected to be completed about December 15, has a frontage of 450 feet facing West on South Austin St., with trackage the entire length of the building on the East side, where several carloads can be unloaded at one time. The warehouse will be used almost exclusively for the warehousing of hardware and agricultural lines.

In addition, The Schoellkopf Co. has recently completed a new sporting goods sample room at its main building, Jackson and Lamar Streets, which was expected to be fully completed with all samples by January 1, 1951.

Wallace Hardware Adds Fourth Building

Construction of a new building for Wallace Hardware Company, Morristown, Tenn., affording 21,000 square feet of floor space, has been completed.

The building will have 200 feet of railroad frontage, so that three carloads of merchandise can be unloaded at one time. In addition to being adjacent to the No. 1 warehouse, it also joins Warehouse No. 2 on Hill Street. Two unloading docks have been provided for trucks: one on Daisy St. for two large trucks, and the other

on Main or Daisy Street to accommodate four trucks.

Wallace Hardware Company now extends its services throughout upper East Tennessee, Western North Carolina, Southwest Virginia and Eastern Kentucky. Six salesmen cover the territory, and the company produces its own catalogue.

C. D. Franke Co. Names Roberts President

Following the death of its president, E. Julius Cappelmann, on October 15th, the Board of Directors of C. D. Franke & Co., Inc., Charleston, S. C., elected C. Edwin Roberts to succeed him as president of the company.

Henry G. Stringfield and Ejner H. Johnson were elected vice presidents. Other officers include Otto R. Friedell, secretary-treasurer, and Oscar W. Johnson, assistant secretary-treasurer.

F. W. Heitmann Company Modernizes Facilities . . .

The F. W. Heitmann Company, Houston, Texas, has completed extensive remodeling in several of its departments and its main offices during recent months. According to G. E. Ploeger, president, the company's offices now are entirely modern, following the installation of air-conditioning, a sound-proof acoustical ceiling, and new furniture.

The company's buyers will have private offices for convenience in seeing factory representatives.

Castle and Smith Join Baird Sales Force . .

G. M. Baird & Company, Memphis 3, Tenn., recently added two additional salesmen to its sales force as assistants to Charles W. McKnight in the Southwestern territory and to I. W. Williams in the Southeastern territory.

Assisting Mr. Williams is Warren W. Castle, who has had 20 years' experience in the sporting goods field, and who formerly was with the York Arms Co. of Memphis.

Assisting Mr. McKnight is E. J. Smith, formerly manager of the builders hardware department of Stratton-Warren Hardware Co., Memphis, and more recently manager of the builders hardware department of F. C. Stearns Hardware, Inc., Hot Springs, Ark.

With the addition of these two men, the Baird organization has five men on the road now, calling on jobbers exclusively, and covers 13 states, including Kentucky, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, Oklahoma, Arkansas, Texas and Louisiana.

NOW YOU CAN SELL

BUILDER'S HARDWARE

- * Prompt delivery from our warehouse stocks
- * Complete range of sizes, styles and finishes
- * Competitively priced with domestic lines

Now you can sell a line of genuine imported Swedish Builder's Hardware at prices comparable with ar lower than many damestic lines. They're made by the second largest manufacturer in the world-and what's more, you can get them now when you need them. All standard U.S. Specifications and packaging.

BUTT HINGES



Ball bearing, regular, loose pin, ball or button tips, broad and narrow, reversibles in complete sizes and finishes. All are produced with finest Swedish quality.

LIGHT T and STRAP HINGES

Wrought steel in light styles, bright steel finish, made of finest Swedish cold rolled steel.



Barrel Balts **Hinge Hesps**

Corner Irans Corner Braces

Selety Heses Shalf Brackets

Window Belts Spring Hinges

GENSCO SWEDISH WOOD SCREWS



Flat head, avail head, round head styles. Steel in bright and blued finish, brass in plain finish. Standard packaging.

WRITE FOR LITERATURE

OTHER GENSCO SWEDISH PRODUCTS:

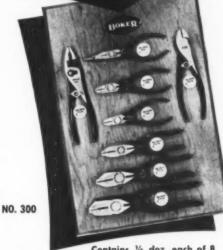
WOOD and

BUSHMAN BOW and PRUNING SAWS MORA HUNTING KNIVES

GENSCO TOOL DIVISION GENERAL STEEL WAREHOUSE CO., INC. 1806 North Kostner Avenue . Chicago 39, Illinois

SOUTHERN HARDWARE for FEBRUARY, 1951

FREE DISPLAY PANEL Dlus Super Quality... Super Finish ATTRACTIVE Dlus PRICES



Contains ¼ doz. each of 8 different plier types - every one top quality

- and here's that famous

TREE BRAND

back again!

Pecket Knives that really hold a keen edge! Stock them for easy-profits!

Poultry Shears a woman can't resist-the quality shows in



Shears and Scissors with a reputation as old as the hills - they sell fast.



H. BOKER & CO., INC.

Quality for over a Century 101 Duane Street

New York 7, N.Y.



the ends of the blades and punches the holes in the ends. Then it stamps in the brand, sets the teeth for side clearance, rolls out the set at the extreme ends for snug fit in the frame, and finally bundles the blades for heat treatment in Victor's molten lead bath. Most important of all, even the slightest imperfection or trace of dirt on a blade stops the machine coldcauses immediate rejection of the imperfecs blade. Stress this fact to your customers - once they've used Victor they'll believe you - come back for more.



Unbreakubis Speciel Flexible
Asseriment No. 43 – 3 blades
on combination stand-up
display and bin card.
Molyflex Display Card Asserment No. 166 – hold 10 shatrerproof high speed Molyflex
blades.

Mariem Mariem Advertising — capht leading trade journals hr more than 450,000 amportant customers every month!

month

month:

Complete Line - hand and power blades, frames and bands. All steels, rempers, pitches and sees. Steelrise Metal Marking Crayons.

NOW AVAILABLE!

KOLITIK

Vinter

ABLE "BLADES OF GOLD"

- townd slide film for distributors'
sales meetings. meeting:



Booklet Gives History of Bering-Cortes Company.

In connection with their 65th anniversary, Bering-Cortes Hardware Company, hardware wholesalers of Houston, Texas, recently brought out an attractive booklet telling something of the history of the business.

It was in 1885 that H. W. Cortes and J. C. Bering purchased a hardware store in Houston operated by Martin Schmidt. The business started as a partnership under the name of Bering & Cortes, with personnel of six men in all, including the two partners. In 1894 J. H. Schumacher acquired a one-third interest in the business, and the name was changed to Bering-Cortes Hardware Company. In 1901 the business was incorporated, with capital stock of \$100,000; and in later years this capital stock was increased several times.

W. A. Cortes, son of one of the founders of the business, is president of the company. Other officers are H. W. Cortes, vice president; J. B. Schumacher, vice president; L. B. Everett, vice president; N. C. Munger, Jr., secretary-treasurer; E. T. Franks and A. G. Brandt, assistant vice presidents; and Marion Wills, assistant secretary.

There are 22 employees who have been associated with the company for a period of 25 years or longer.

G. L. Rogge Recovering From Heart Attack . .

G. L. Rogge, hardware buyer for The Schoellkopf Co., Inc., Dallas, Texas, is recuperating from a recent heart attack. He has been away from the office several weeks, but hopes to return soon.

Higginbotham-Pearlstone Modernizes Facilities . . .

Higginbotham-Pearlstone Hardware Co., Dallas, Texas, has completed the installation of an all-year air-conditioning plant to keep offices and sample room warm in the winter and cool in the summer.

The company also has redecorated its sample room and offices.

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, April 23-25, 1951. Headquarters, Hotel Admiral Semmes, Mobile, Ala. Secretary, Mrs. Euna G. Ramsey, 509 No. 19th St., Birmingham, Alabama.

Arkansas Retail Hardware & Implement Association, annual convention, Feb. 18-19, 1951. Headquarters, Hotel LaFayette, Little Rock, Ark. Secretary, J. Wayne Tisdale, Hotel LaFayette, Little Rock, Arkansas.

Hardware Association of the Carolinas, annual convention, June 19-20, 1951. Headquarters, Ocean Forest Hotel, Myrtle Beach, S. C. Secretary, Mrs. Sally Couch Masten, 1181/2 E. Fourth St., Charlotte, N. C.

Florida Retail Hardware Association and Georgia Retail Hardware Association, annual joint convention, May 7-9, 1951. Headquarters, Geo. Washington Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Louisiana Retail Hardware Association, annual convention. March 11-13, 1951. Headquarters, Evangeline Hotel, Lafayette, La. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

Mississippi Retail Hardware Association, annual convention, June 3-5, 1951. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippl.

Missouri Retail Hardware Association, annual convention, and trade show, March 6-8. 1951. Headquarters, Jefferson Hotel, St. Louis, Mo. Secretary, Harry F. Scherer, 1189 Arcade Bldg., St. Louis, Missouri.

Tennessee Retail Hardware Association, annual convention, Feb. 18-20, 1951. Headquarters, Farragut Hotel, Knoxville, Tenn. Secretary, Morris Jones, Box 784, Nashville 2, Tennessee.

Tri-State Hardware & Implement Association, annual convention, Feb. 12-13, 1951. Headquarters, Hotel Herring, Amarillo, Texas.

Virginia Retail Hardware Association, annual convention and trade show, March 27-29, 1951. Headquarters, Hotel Roanoke, Roanoke, Va. Secretary, G. T. Omohundro, Jr., Scotts-ville, Virginia.

West Virginia Hardware Association, annual convention and trade show, Feb. 19-21, 1951. Headquarters, Daniel Boone Hotel, Charleston, West Va. Secretary, James C. Fielding, 1628 McClung St., Charleston, West Virginia.





"ELECTROMATIC" REEL

For extra sales, extra prestige for your store, feature to your bait casting customers this "new principle" BRISTOL "ELECTROMATIC Reel. New in design, in perfection of performance, it's the newest Meek achievement in fine reel making. Operates 'electromatically" with copper disc on end of spool revolving opposite lifetime Alnico II magnets. Has these big, exclusive advantages:

- 1. Speed of line is always in step with spool speed.
- 3. Practically eliminates all back-
- 2. Greatly improves casting distance, casting accuracy.
- 4. Non-mechanical, friction-free braking action is wear-proof.

Your customers who look to you for the latest and best in fishing tackle will appreciate your stocking and featuring this new leader among BRISTOL'S quality reels. It's priced at only \$22,00 (tax included).

Nationally advertised by The Horton Bristol Manufacturing Co., Bristol, Conn.

... Originators of the steel fishing rod

346? NORTH KIMBALL AVENUE

NEW PRODUCTS

AND SALES PROMOTION MATERIAL

New DriClad Hip-Hi Waders for Fishermen

DriClad Division, W. Shanhouse Sons, Inc., Rockford, Ill., is now offering new DriClad Hip-Hi waders for stream fishermen. Called "successors to hip boots," the new waders feature form-fitting feet, available in large, medium and small sizes.

The soft foot permits the Hip-Hi waders to be worn under any shoe. Made of plastic vinyl-type material with electronically welded seams to prevent separation, they attach to the fisherman's belt with adjustable clastic straps.



Aladdin Offers Two New Pienie Lunch Kits

Aladdin Industries, 703 Murfreesboro Road, Nashville, Tenn., is introducing for the first time its new easy-to-carry Sports Kit, made of husky Lexide and Cordoba-finished, protected with pliable, permanent, scuff-proof plastic coating. The unit is said to be ideal for carrying ample beverages and snacks for sportsmen, golfers, etc.

The kit is equipped with two Aladdin Hy-Lo quart vacuum bottles and a red, metal snack box large enough to pack a man-size lunch. The unit is said to make an excellent tiein sales item with fishing, camping and other sports equipment.

Also announced by Aladdin is the

Ala-Diner picnic and outing kit, with a streamlined aluminum case and brightly colored fittings. This unit also is completely equipped and is available in 2-, 4- and 6-party sizes. The 6-party kit is furnished with service for six—plates, cups and knives, forks and spoons, salt and pepper shakers, cork screw can opener, removable sandwich compartment and two one-quart Aladdin Hy-Lo vacuum bottles.

Yazoo Master Mowers In Various Capacities

The Yazoo Master rotary power lawn mower, a product of the Yazoo Manufacturing Co., Jackson, Miss., is said to make mowing as easy as taking a stroll around the lawn, and, according to J. A. Kerr, president, is winning acceptance among homeowners and groundkeepers of golf courses, cemeteries, parks, etc.

The Yazoo Master Mower line includes a regular size mower, with a 24" blade, available with either a 1½ or 2½ h.p. engine; a smaller Junior Master Mower with an 18" blade; and for extra large mowing jobs, the heavy-duty Yazoo Klipper, available in two sizes—48" swath with a 7½ h.p. engine and 72" swath with a 10 h.p. engine.

All models are said to take steep grades, cut closely, handle easily, and mow high weeds and tough grass.

Hip-His weigh only 16 oz., and quickly fold into handy pouch-pack that easily fits pocket or tackle box. They are available in forest-green color.

Also announced are five new 1950 products for sportsmen: Splashpants for surf fishermen, Stormpants for all-duty wear, Stormsuit for complete waterproof protection, and Airmat for camping, sunbathing or swimming.

DriClad waterproof sportswear is individually packed in three-color cartons. Consumer folders, 1951 catalog, newspaper ad mats and display units are available to dealers from the manufacturer.

The Yazoo Master rotary power lawn mower, now in wide use for mowing grounds, golf courses, cemeteries, parks and playgrounds. The Yazoo line consists of a unit for heavy mowing, a regular size mower, and a Junior size for light mowing jobs. All models are said to cut high weeds and tough grasses



SOUTHERN HARDWARE for FEBRUARY, 1951



You can't afford to miss H-I Power Glass rods for 1951 . . . the largest line, greatest values in fine quality glass rods. They'll create the kind of demand that means mass volume turnover, top profits for you.

It's a complete line-both tubular and solid glass rods-fly, bait casting, spinning and salt water rods, in a wide selection of lengths, weights and prices. They're built-from butt-end to tip-topby H-I, the country's oldest fishing rod manufacturer. There's no substitute for experienceand our 100-year reputation for better tackle and greater values is squarely behind every Power Glass rod.

Advertising of H-I Power Glass rods breaks in full color pages in leading outdoor and adventure magazines next month. Make your

store headquarters for the finest line of glass rods on the market today. Feature 'em in your local advertising. Let 'em know you're the H-I dealer. Ask your H-I man, or write us direct. Do it now.



HORROCKS-IBBOTSON CO.

UTICA, N. Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

inges by GRIFFIN

> For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . .

quality produced by Griffin. Every DOOR NEEDS THREE!

Manufacturing Company

ERIE · PENNSYLVANIA

REPRESENTATIVES
AS Warren Street, New York 7, New York R H. DAVIS
A. GREGG 48 Warren Street, New York 7, New York R H. DAVIS
A. GREGG 9744 Worder of 1629 Person Michigan 6 EDDY, INC. 116 Broad Street, Benche Massachett 165 LEWIS 1355 Market Street, Sen Francisco 3, Col. JOHNSON 917 St. Charles Avenue, Aflanta, Georgia ARRAR 30915, North Harwood, Dallas, Taxas EVERS 4524 East 40th Street, Saartie, Washington ULER, JR. 785 North President Street, Jackson 6, Mississippi V D. RUSH 8 SONS 4539 Mill Creek, Kansos City, Missouri IN CANADA
MANNING 1. SHORE—MERCHANDISE SALES OF CANADA 15 Wellwood Avenue, Toronto, Ontario 8. S. ALDER COMPANY.
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AUSTIN & EDDY, INC.
CHARLES L. LEWIS
W. S. JOHNSON. JOHNS! F. BEVERS J. FULLER, JR. 700 MARVEY D. RUSH & SONS

Combination Reel for Spinning and Casting

A new reel which turns on a swivel by a mere push of the thumb so as to change from a spinning reel to a casting reel, or visa versa, is announced by Chamberlain Metal Products Manufacturers, Chicago 7, Illinois.

Called the Telecast Swivel Reel, it consists of a reel mounted upon a small platform which contains a swivel mechanism with thumb lever to effect the turning. Normal position is as a regular casting reel. When turned on its swivel to the reel's spinning position, it automatically turns back to the former position when thumb pressure is released. The entire assembly is sturdy and made of a light-weight metal so as not to impede the casting skill of the fisherman.

Other features include: a drag mechanism to prevent back-lash which can be regulated for tension while in operation; a handy lever for completely stopping the reel's motion; and a design that permits the spool to be snapped on or off instantly, so as to change lines.

The Telecast may be used on straight or offset pole handles, on top of the handle or upside down. It is adaptable to any kind of fishing, including bass, pike, trout, musky,



salmon, or for surf casting. Retail price is \$15.

New Gladding Booklet Full of Fishing Hints . .

"Successful Fishing in 1951," a new 28-page booklet full of helpful hints for fishermen, has been issued by the B. F. Gladding & Co., Inc., South Otselie, New York.

South Otselic, New York.

Features of the recent edition, issued annually by the company, include: Joe Godfrey's line suggestions recommending the size and type of line to use for over 60 species of fish;

how to store, preserve and protect bait casting, fly and salt water lines; how to handle a fly rod; and baitcasting made easy, with four easy-tofollow diagrams.

Copies of the booklet are free upon request to the manufacturer.

Wright & McGill Offers New Glass Rods, Lures

The Wright & McGill Company, Capitol Hill Station, Denver, Colo., has a completely new line of glass fiber rods available for 1951. Consisting of casting, spinning, and ocean models, the quadrate shape and perfect taper of the new rods are said to give a quick, smooth action, balance, and greater accuracy. They also contain more long, parallel glass fibers per rod than any other glass rods made, without the use of excessive binding material, it was announced.

Casting rods are made in Toughy, Master Glass, Tru-Cast and Nyla-Glass grades, ranging in retail price from \$8.50 to \$24.50, and feature the new Sure-Lock handle. The better grade rods are equipped with square ferrules to fit a square chuck handle, thus preventing the rod blade from turning.

Spinning rods are available in both Tru-Cast and Deluxe models. Ocean rods are carried in four models from \$12.95 to \$35. retail list price. A new circular and price list describing the complete line is available.

Also announced are new numbers to the Miracle Minnow lure line. Miracle Minnows are now being manufactured in glowing Lumi-Lite finishes. The lures glow under any type of light ray, and their glow lasts for a reasonable time after being exposed to light. This lure is available in six different glowing finishes.

Also new is the Miracle Minnow 471W, a 134", 38 ounce deep runner, available in 12 colors, with a full length belly plate like the standard 470W, except that the plate and hooks have a 24-K gold plated finish, instead of the standard silver finish.







Get all four with...

Duxbak

TRADE MARK

SPORTSMEN'S CLOTHES

Yes, sales checks total higher

Double hunting coat with bi-swing back, adjustable pivot sleeves, bloodproof, Pakbak game packet, uided shell packets, handwarmer and breast packet.



Hat-Cap especially good for brush hunting; inside band for cold weather.



Long Trousers for work or sport; double seat and knees. zipper fly, large strong pockets.



Fishing coat, tour trant packets, sleeve packet, large back packet, rad holder, fly pad. Yes, sales checks total higher on Duxbak Sportsmen's Clothes for two big reasons: 1—Duxbak has consistently commanded a higher price for nearly half a century; 2—the Duxbak line offers the "wanted" features in the "wanted" features in the "wanted" items, resulting in more articles sold per shopping call. It all adds up to faster turnover, plus higher net profit per season. And there's no mail-order or cutprice competition to bother

Almost 50 years of trading with the major hunting and outdoor regions of the nation have developed a Duxbak line that offers the colors, weights and materials preferred or required in various states and counties. Don't gamble on something "almost as good," sell DUXBAK, the old-time favorite that "sheds water like a duck's back."



SPORTSMEN'S CLOTHES
832 Noves St. Utica 4, N. Y.



Now available in colors



THLOY

New Eye Appeal Attracts Those Who Want the Finest

New "buy appeal" for National Lock's No. 150 cabinet hardware assactment. Handsome, attention-getting display board, now available in burgundy, yellow or white, suggests actual application with color. Only \$1" wide, the No. 150 board saves counter space — makes space more profitable. It reduces inventory while providing a select assortment of all major cabinet hardware. Included are only the finest National Lock items such as lorged brass hardware, new type concealed hinge, concave knobs, die-cast handle and proven-popular matched sets in chrome. You'll enjoy greater sales and extra profits by featuring the No. 150 board.

ASK YOUR SUPPLIER

ALL FROM | SOURCE



NATIONAL LOCK COMPANY

BOCKFORD, ILLINOIS + MERCHANT SALES DIVISION

New Shakespeare Line Invisible to Fish

The Shakespeare Company has announced for 1951 a new camouflaged casting line called Wexford Invisible, packaged in a new utility container—a hinged plastic box—suitable for storing and carrying baits, bugs, flies or other small tackle items.



The new line, braided of DuPont Nylon, was designed to be as nearly invisible as possible under actual fishing conditions—against a cloudfilled sky or with reflections of clouds in the water.

Wexford Invisible is being made in ten sizes, from 6 to 40 pound test, and has all the qualities of the regular black Wexford Wonder Line. It does not waterlog, has unusual flexibility and gives a bonus of extra strength over and above its rated tensile strength, it was announced.

Regular black Wexford, two-50 yard spools connected, will be packaged also in the new hinged plastic utility container.

Remington Introduces New Core-Lokt Bullets

For greater accuracy at long ranges, plus maximum power, Remington Arms Co. Inc., Bridgeport, Conn., has added five new 180 grain bullets to its Core-Lokt line of big game cartridges. Distinctive in appearance and flat trajectory, they have been designated as the new Remington Pointed Soft Point Core-Lokt bullets, and are available in the following calibers: 30-06 Springfield, 300 H & H Magnum, 30-40 Krag, 300 Savage, and 270 Winchester.

Identified by sharp profile with directional nose cuts and new bullet jacket design, the bullets are designed to give fast and uniform expansion at all big game hunting ranges. The Core-Lokt feature, preventing bullet disintegration, has been retained.

In addition to the new pointed bullets, Remington also announces a new 130 grain bronze-pointed bullet in the 270 Winchester caliber cartridge.

Mystic Minnow Lure Has Over 100 Combinations

The new Mystic Minnow fishing lure, manufactured by Nickel Tackle Co., Box 1827, Jacksonville, Fla., is said to offer over 100 bait combinations in one.

The numerous actual bait combinations possible are illustrated in fullcolor on a special display board which is now being made available to sporting goods and hardware dealers throughout the country.



Mystic Minnow is made up of several detachable plastic parts, including a hollow body with seven interchangeable colored plastic inserts that enables a fisherman to instantly change the bait combinations. Four different heads are supplied to give any desired fishing action—top water, wiggler, popper, darter, underwater diver etc.

derwater, diver, etc.

Retailing for \$2.85 complete, the
Mystic Minnow is attractively packaged in a serviceable transparent
plastic box.

Mossberg Announces New Telescope Sight

A new 4-power telescope sight which can be used in either the high or low position has been announced by O. F. Mossberg & Sons, Inc., New Haven, Conn. The scope also features a sturdier and more heavily constructed mount—a casting, instead of a stamping. All lens surfaces are hard coated and the unit carries Mossberg's patented internal adjustment feature.

The new scope, Model 2M4, replaces two scopes previously made—the 5M4, for low mounting, and the 8M4, for high mounting. Hence the 2M4 fits almost every make of rifle up to 25-20 caliber.

The rigid 2M4 mount is easily and quickly removed by taking out two screws. Adjustments in the mount can compensate for errors in mounting the scope on a rifle. Retail price is \$9.95.





Swiss-Whiz Spinning Reel Announced by Myco . . .

Myco, Inc., 1640 East Nine Mile Rd., Detroit 20, Mich., is now offering a new Swiss-Whiz spinning reel, engineered, designed and now produced by a Swiss jeweler and watchmaker after three years of experimenting.

The Swiss-Whiz is said to feature a positive, automatic pickup; no diecasting; weight of only 41/2 ounces; may be taken apart and reassembled quickly; right or left hand wind, with handle that can be changed to either side quickly with no tools required: does not twist line: perfect control over cast; level wind and no backlash; and Swiss quality and precision built right in.

The reel is completely corrosion resistant and is made of anodized aluminum (which will stand 100 hour salt spray test) and monel metal with work hardened, coined brass bevel gears, for strength and ruggedness. The nylon spool is not affected by extreme heat or freezing.



Retail price of the unit is \$9.85, extra spoons \$1. each. The Swiss-Whiz is completely guaranteed, it was announced.

New Bullets Added To Peters Line . .

Augmenting its line of Inner-Belted big game cartridges, the Peters Cartridge Division, Remington Arms Co. Inc., Bridgeport, Conn., has announced the addition of five new streamlined bullets. All in 180 grain weight, these are now available in 30-06 Springfield, 300 H & H Magnum, 30-40 Krag, 300 Savage and 270 Winchester calibers and have been designated as the new Peters Pointed Soft Point Inner-Belted bullets

While the bullets are said to reflect a marked change in appearance, with a sharp profile and directional nose cuts, the Inner-Belted feature, pre-venting bullet disintegration, has been retained. They are designed for high accuracy, flat trajectory and heavy striking energy.

Peters Cartridge Division also announces a new 130 grain bronzepointed bullet in 270 Winchester caliber.

Individual Plastic Case For Newton Lines . . .

Newton Line Company, Homer, N. is presenting its new Airline Mist and Camouflage nylon casting lines in an all-plastic "Twin-Pak"-50 yards on an individual spool as a single all-plastic re-use unit, the two connected for the 100-yard sale.



The entire presentation has been designed for eye-appeal and individual re-use value. Each plastic spool with its cover makes a complete unit, divided into three permanent sections for flies, sinkers, hooks, leaders, snaps and other incidentals for fishing.

The transparent snap-type lid fits snugly over each plastic base, providing double exposure for the Newon name by virtue of label and the extra impregnation of name in molded plastic.

The new Twin-Pak, combining single plastic re-use units, is easy to store and handle, easy to identify in stock, and comes in convenient folding shipping container for protection of merchandise.

Shakespeare Reels Used By Hardesty at NAACC.

U. S. Pro Champion Ben Hardesty, who represents the Shakespeare Company, won professional bait and fly casting honors for the third straight year at the 1950 NAACC Tournament held in San Francisco recently. Hardesty had a total score of 388 out of a possible 400 points in the % ounce, % ounce, wet fly and dry fly events, a score within one point of the all-time high for the combined event.

In retaining his title, Hardesty used only stock model Shakespeare reels, lines and fiber glass Wonderods, including a No. 1175L-%" Wonderod, the new No. 1973-D Direct Drive Sportcast reel with nylon gears, a No. 1380-B Fly Wonderod and No. 1837 Automatic fly reel.

He won the % ounce accuracy event with a Direct Drive Sportcast with carboloy bushings and nylon

AMERICA'S FAVORITE LINE OF Stainless Steel

OUTDOOR COOKING EQUIPMENT

RAWHIDE THONGS . BRANDED WOOD HANDLES . ALSO GRIDIRONS, BROILERS



ANDROCK See Your Jobber's Salesman!

WASHBURN COMPANY





Its tiny size...its vivid red finish and fine design...low price...its appeal to all ages in town or country... its timeliness when everyone is conscious of the need for emergency light, makes the COMET a sure seller.

Unusually fine display free with every dozen

EST. R.E. DIETZ COMPANY

SOLD EXCLUSIVELY THRU THE JOBBING TRADE

gears. The Shakespeare Company claims that nylon gears are lighter, quieter and tougher than any material ever used for gears. For the % ounce accuracy event, he used the new Shakespeare No. 1740 light-weight free spool reel. His casting rod for both events was the No. 1175L-5'8" Standard Wonderod.

Scott-Atwater Offers Five Outboard Shift Models . .

Scott-Atwater Manufacturing Co., Inc., 2901 E. Hennepin Ave., Minneapolis 13, Minn., has increased its line of Shift outboard motors for the second time in two years, and in 1951 offers five Shift models for outboard users.

The new 1951 10 h.p. Shift model was added last July. It is an alternate firing twin with speeds of one to 25 mph. Other Shift models are the 4 h.p. 1-12 Shift single, the 5 h.p. 1-16 Shift twin, 7½ h.p. 1-20 Shift twin, and the 16 h.p. 1-30 Shift twin. A 3.6 h.p. single with conventional transmission also is made by the company. Prices start at \$109.50, F.O.B. Minneapolis.

The 1-25 is a lightweight, compact motor with a roller-bearing power-head and a piston displacement of 14.19 cu. in. Feature of the unit is the Shift itself. Other features are standard equipment on all five Scott-Atwater Shift models, including single knob control and carburetor drain.

The 1-30 Shift twin, a 16 h.p. motor that was new to the line last year, offers heavy-weight boat performance. Its separate Stowaway fuel tank gives more mileage, and its 14 sets of ball and roller bearings offer smoother running powerhead, Features include: steering handle control of throttle and spark, automobile type fuel pump, transparent carburetor priming pump, speed indicator, and tilt lock to hold lower unit out of the water.

Smaller Shift models, the 1-14, 1-16, and the 1-20, have sure-fire starting, dependable performance, wide speed range, quality construction and long, service-free life.

All models have a Rotoflex water pump, lever control tilt adjustment, slip clutch propeller, automatic recoil starter and duo-grip carrying handle. Remote controls for both speed and shift are available for the 1-20, 1-25, and 1-30. The Shift gives three gears in which to operate—neutral, reverse and forward.

S&T Introduces New Royalite Tackle Box

Howard Nelson, sales manager of Stratton & Terstegge Co., Louisville, Ky., recently announced that he had negotiated with the U. S. Rubber Co. for Royalite from which to fabricate the company's "My Buddy" tackle hox for fishermen.

Royalite, a new, war-born material developed by U. S. Rubber Co. after more than 10 years of research and development, is said to be ideal as a tackle box material because it can't rust, rot, warp, crack, peel, dent or break. Mr. Terstegge also said that Royalite will, for the first time, enable him to offer fishermen a tackle box that is virtually indestructible.



The first "My Buddy" Royalite boxes, coated in an attractive alligator finish, are said to be popular with jobbers, dealers and fishermen. In addition to the new My Buddy alligator Royalite box, Stratton & Terstegge will continue to make their regular line of My Buddy tackle boxes and Falls City minnow buckets.

Color Catalog of Baits Issued by Arbogast . .

A new 1951 full-color catalog of baits, showing the complete Fred Arbogast line of bait-casting, lighttackle, spinning and fly-rod lures, as well as many pictures and stories of catches made by fishermen across the country, has been published by Fred Arbogast & Co., Inc., 313 West North St., Akron 3, Ohio.

New items added to the Arbogast line for 1951 also are featured in the book, which is available upon request from the manufacturer.









Galvanized Solid Clothesline

GOIVARIZED SOIID CIOTRESINE

Pitable-say to handle, Smoothly relied,
Easily surelied,
Easily surelied,
Non-Kirk-will not spirite. Easy to
Non-tretch-will not stretch as other
material, will.

Package Units

Package U

"Serving the Jobber for 14 Years"

Wire Products 2715 North 24th St. P. O. Box 5355



Company

with the famous

CAN'T LEAK

STRATAFLO FOOT AND CHECK VALVES

end leakage troubles . . . save their cost many times over in service calls. Ideal for jet type pumps. Ask for bulletin 203.

order from your jobber



PRODUCTS, INC. FORT WAYNE I. INDIANA



DEPEND ON PHOENIX HORSESHOES

Just as your customers depend on Phoenix shoes for long wear and perfect fit, you can depend on them for complete customer satisfaction.

The Phoenix line is complete, with a size, weight and style for every horse or mule... for every sport or working condition.

Check your stock today. Then call your favorite jobber for the Phoenix shoes you need. There's a heavy work season ahead . . . be ready with a full stock of Phoenix shees.

HORSESHOE DIVISION

PHOENIX MANUFACTURING COMPANY

Joliet, Illinois





The bowls are of choicest Wild Cherry and Hard Maple woods. They are sanded to satin smoothness, then finished with our exclusive "Supreme" process. The finish penetrates and becomes an integral part of the wood. The beautiful grains and colors remian clear and natural permanently.

Fruits, garlic, onion, fish, alcohol do not injure—just wash like dishes and the bowls stay free from unwanted stains, tastes and odors.

That's why they are the finest solad bowls you can sell. Make sure now that your stock of bowls, spoons and forks is complete and well displayed.





Chicago 22, III.

New Plastic Streamers Introduced by Weber .

New Hoochy-Koochy Plastic Tails recently introduced by Weber Lifelike Fly Co., Stevens Point, Wis., can be used in three ways—on the shank of a single hook, treble hook, or on the Weber "Hotcha" and other skirttype lures. As the streamers wriggle and writhe through the water, they are said to attract even the wariest fish. Tails may be turned inside out for greater action. Being plastic, they will not harden or stick, even in hot weather, it is claimed.

HOOCHY
KOOCHY

Plastic finetails by Weber

UAC 3 Hays

SINGLE HOOK

TREAT HOOK

LAMALL SIZE

(48 Streamers)

Hoochy-Koochy Plastic Tails are made in two sizes: the 68 streamer small size, and the 52 streamer large size, both in regular and brilliant fluorescent colors, 18 patterns in all. Fluorescent coloring of the Firetails makes them glow in the half light of dawn or early evening.

Regular colors retail at 17 and 28 cents; Firetails at 27 and 38 cents, mounted on individual cards or in cellophane bags.

Clark Introduces New Rotary Mower

WITH WEBER

Clark Manufacturing Co., 300 Melville Road, Decatur, Ga., manufacturers of rotary mowers since 1944, has introduced a new rotary mower that features quick starting, easy handling, and fine-clipped mulch that requires no raking.

Features of the new mower include: light-weight, air-cooled, 1½ hp., 4-cycle gasoline engine that supplies power for cutting high or low grass and weeds; heavy-duty model with a 2½ to 3 hp., 4-cycle engine; specially designed, heat treated spring tool steel blade that cuts a swatch 20 inches wide and is easily removed for sharpening; vertical shaft with ball bearings sealed in grease at factory; special adjusting feature that permits raising or lowering of blade to desired height, with cutting range approximately one to three inches above

ground; four wheels with ball bearings, equipped with 10 x 2 semi-pneumatic puncture-proof tires; well-welded construction of chassis and handles; speed of engine controlled by automatic governor, no throttle necessary; and cast aluminum guard for added protection.

Designed for both light and heavy jobs, the new rotary mower cuts under and around shrubbery without damaging it, it is claimed, and leaves no weed or seed stalk standing.

American Chain Issues New Chain Catalog . .

"Finger Tip Facts About Hardware Chains and Attachments" is the title of a new 16-page condensed catalog published by American Chain Division, American Chain & Cable Co., Inc., York, Penn.

The first two pages give merchandising and selling suggestions to the retail hardware man. These are followed by illustrations, descriptions and specification tables on the complete line of American welded and weldless chains, chain assemblies such as tie-out chains, halter chains, cow ties, porch swing chains, and chain fittings and attachments.

Copies of the booklet are available upon request to American Chain & Cable Co., Inc., Bridgeport, Conn.

New Vinylite Cases for Lufkin's Steel Tapes . .

The Lufkin Rule Co., Saginaw, Mich., announces the availability of its maroon-colored Vinylite case for steel rules. The item is said to resist water, stain or scuff.

Features of the case include: roller type throat, flat stainless steel edge band that is flush inset, and attractive name plate. Its nickel-plated winding mechanism has folding flush handle, opened by push pin.

This Chrome-Clad line is corrosion resistant, will not chip, crack or peel, it is claimed. Black markings contrast sharply with the satin finish for easier reading, and are bonded to the steel line and sunk below the surface for protection against wear.

The cases are available in 25, 50, 75 and 100-ft. lengths, with standard or hook ring, individually packed.



Woodruff LAWN SEED

Sells better . . .

--- because it grows better!

--- because it's adapted





Southern Evergreen (for sunny areas) a superior mixture that provides a healthy, rich lawn.

Southern Shady (for shady areas)— Woodruff's best Southern mixture for use where shade is heavy and growing conditions poor.

Woodruff Seed for Better Lawns!

F.H.WOODRUFF & Sons, Inc.

Seed Growers Main Office, Milford, Conn.

Minute Man GUN BLUE



NOT A PAINT — NOT A LACQUER-MAGIC COLD CHEMICAL — BLUES INSTANTLY

MAKES OLD GUNS LIKE NEW

All necessary equipment to blue enclosed in each Box. Packed one dozen to a handsome counter display case of Red, White and Blue.

NEW METHOD MFG. CO.
Box SH30 New Method Bids
Bradford, Pennsylvania
YOUR JOBBER HAS IT

U. S. PAT. NO. 2-527,232

Write for FREE Descriptive Circular
To Have Boon Making Gun Bluing for Over Twenty Year

SPORTSMEN'S ESEARCH



SURF or TROLLING LINE



Take advantage of customer preference with NOR-SURF! Packaged 6 50-yard connected spoels. -24, 27, 36, 45, 54, 63, 72 lb. tests. Permanent sand color. This coreless, soft-braided Nylon Line has no objectionable stretch... long life! Also on tubes of 400, 500, and 1000 yards... same Tests and quality!

NORWICH LINE COMPANY, INC.

SOUTHERN HARDWARE for FEBRUARY, 1951

SELL THE GUARANTEED



FOR GUARANTEED PROFITS



ALL-ELECTRIC MODEL PH-5

5-yr. Guarantee Operates on 115 Volt A.C.

RETAIL PRICE \$15.95 Western Price slightly higher.

Other models \$12.95 and up

New SHOX-STOK, long a leading electric fence controller, matches its high quality with powerful silent salesteemen for you—colorful store displays that make SHOX-STOK easier to sell than ever.

Cash in on the growing demand by tying in with our advertising in farm magazines. Write for new 1951 newspaper mats.

BATTERY AND

Three models, including one for dry or wet batteries. Retail prices \$12.95 and up. Liberal discount. Hendled by leading jobbers everywhere.

GUARANTEED PRODUCTS, INC.

108 MAIN STREET WELLINGTON, OHIO



by trained personnel.

PLAYGROUNDS fully equipped, convenient to all 650 villus . . . many special events for

BABY BEDS, strollers, high chairs, almost any conveyance and convenience you can think of . . better vacations for you and the little ones. Enjoy taking your children on vacation. Elliner Village Villas ere deluse complete homes with modern kitchens and all family furnishings. Free membership in the Ormond Beach Country Club—play a championship golf courte for greens fees only. Horsaback riding, boating, acean fishing . superb bathing on Daytons Beach. Combathing on Daytons Beach. Comamusement and gorgeous sightseeing. Make reservations early!



Suggested Retail Prices For New Clemson Mowers

According to a recent announcement by Clemson Bros., Inc., suggested retail prices of the company's 1951 lawn mower line (east of Denver) are as follows: Clemson 16, \$22.95; Clemson 17, \$27.50; Clemson \$32.95. Retailers' costs are \$15.40, \$18.35, and \$27.50 respectively. These prices were effective October 1, 1950. All prices slightly higher west of Denver and in Canada.

Due to the time lapse between ad preparation and trade paper publication, October ads erroneously carried the old prices, it was announced.

Horton Fishing Tackle to Bear Ted Williams Name

A new line of rods, reels and lines bearing the name of Ted Williams, Boston Red Sox baseball star, is being planned by The Horton Bristol Manufacturing Co., Bristol, Conn.

Williams, an outstanding fisherman whose bait and fly casting proficiency has won him engagements asa featured attraction at New York and Boston Sportsmen's Shows, was recently engaged by Bristol as a consultant.

NOW! FOR EVERY HARDWARE STORE



DEMAND

Homko

TRULY A

CHOICE OF

BRIGGS OF

CLINTON

New! Outstanding! Building your profits to new heights—for HOMKO has all those features your customers to present the profits of the present of the present

WESTERN TOOL & STAMPING CO.

Hanson Scale Offers New Viking Balances

The Hanson Scale Co., 525 N. Ada St., Chicago 22, Ill., is now offering new and improved Viking balances in the following capacities:

100 lb. x 1 lb., Model No. 8910, \$6.00 list: 200-lb. x 2-lb., Model No. 8920, \$6.00 list; 300-lb, x 5-lb., Model

No. 8930, \$8.40 list.

Dimensions are 31/4 x 21/6 x 19"; finished in baked durable enamel, hammertone gray color; with springs triple-tested for accuracy.



Dial graduations are widely spaced for easy reading, and recessed for protection. An adjusting screw at the bottom of the scale allows indicator to be set at zero for balancing a container.

All three capacities comply with Federal Specifications, Type LV Class 2 Number AAA-S-133.

Fishing Tackle Catalog Issued By Summers . .

Summers Hardware & Supply Company, Johnson City, Tennessee, brought out in December their first exclusive fishing tackle catalog. This is a 100-page catalog illustrating and describing a very complete line of all types of fishing tackle popular in the TVA lake region, along with many allied items such as camp stoves and lanterns, vacuum jugs, sports clothing, etc.

The catalog was compiled and published in Summers Hardware & Supply Company's own printing plant.

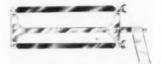
CLASSIFIED

SALESMAN

Well established New York wholesale hardware firm has opening for aggressive man with following in Retail Hardware Stores, Lumber Yards, Automotive Stores and Chain Stores to sell quality line of Hardware and Tools. Exclusive territories open. Liberal commission arrangement. Write full details in first letter, territory you cover, experience, following, etc. Letters strictly confidential. Belf & Lustig, 145 Chambers Street, New York City.

Atkins Announces New **Duo-Kut Hack Saw Frame**

E. C. Atkins & Co., Indianapolis, Indiana, announces that its new Duo-Kut hack saw frame is now available to the trade.



The frame holds two 10" or 12 blades of the same length but of different tooth points. A sturdy steel frame designed especially for electricians and plumbers. The blades are held rigid and straight by wing-

REEVE DISPLAY EQUIPMENT Sells MORE for YOU

REEVE Shure Sell CARD HOLDERS

Cards slide smoothly into place - are fully enclosed with no trimming of corners . . . Curved edges heavy rims - smooth corners, joints and rivets sparkling chrome finish. Complete description of types and sizes in our



NEW CATALOG



Send for it today! Hundreds of new improved items from ticket holders to large island display units.

REEVE COMPANY Serving America's Retailers since 1913 2222 S. Grand Ave., Los Angeles 7, Calif

Fast Moving Favorites for Winter Decorating



TIGER GRIP

Linoleum Cement

For floors or walls, all thicknesses of linoleum. Easy to spread quickly and uniformly because it's tacky but not gummy or lumpy. No presetting - no offensive odor. Can be applied fast-it's easy to clean up when the job is done.

WATERPROOF

CEMENT

Consumers Waterproof Cement

The perfect companion to Tiger Grip Paste — for closing seams, sink tops, Ideal for bath, lavatories, rathskellers, etc.

Professional (Mechanic's) Trowel

Made of polished spring steel—with the correct seration to spread concert on floors for line-leum, rubber tile and capibilitile. Also used for comerting lineleum to well surfaces. Strong construction. Alumium shouth held with 10 rivers and a headle that cannot turn.

Order From Your Wholesaler.,





This Display Rack Will Increase Sales

Many an OAKES dealer has told us how this display assortment plus the recommenda-tion of OAKES M. I. Plan has very noticeably increased sales for him Every day more and more dealers are profiting by its use.

See your OAKES jobber or write direct and ask for copies of the M. I. Plan booklet and new 1951

THE DAKES MFG. COMPANY Box 130-D

POULTRY EQUIPMENT

WANT HELP?

Each issue of SOUTHERN HARDWARE gives you many articles of immediate and lasting value. Here are just a few of the outstanding ones that have recently proven profitable to readers:

> Maintaining a Prospect List Farm Equipment Financing Controlling Trade-ins Selling Appliances to the Farm Market

If you are not already getting the benefit of this helpful read-ing—as a regular subscriber—send in your order today: \$2.00 for three years and worth the money many hundreds of times

SOUTHERN HARDWARE

806 Peachtree St., N. E.

Atlanta 5, Ge.

A ROPE FOR EVERY NEED



- Manila Rope
- Sisal Rope
- Lariat Rope
- Fishing Rope
- Transmission Rope

For 147 years the South has been a consistent user of FITLER ROPE. Look for the Blue and Yellow Registered trade mark on the outside of %" diameter and larger sizes and on the inside of all smaller sizes of Fitler Brand Pure Manila

THE EDWIN H. FITLER CO. Philadelphia 24, Pa.



INCREASE YOUR PROFITS

buy direct from manufacturer

Thousands of Satisfied Users in U.S.A. and Canada

Thousands of satisfied Users in U.S.A. and Canada
The Precision sump pump is built entirely of stainless
steel, bronze and aluminum alloy, has a totally enclosed
dust and moisture proof motor with built-in float switch
and overload protection. Sealed motor bail-bearings and
Oilite pump shaft bearing will never require additional
lubrication. Lifetime non-sticking float easily adjusted
to suit depth of any sump. Every pump tested thoroughly
—assembled completely and ready to operate. Equipped
with plug-in cord. Does not require special wiring. Guaranteed for one year.

Order direct by check or money order or write for further information. Manufactured by

PRECISION PARTS CORPORATION Nushville 7, Tennessee



nut tighteners on square tension care of the increased demand for the other side is 25%" under back to Magi-Braid." cutting edge.

To turn the frame, the operator presses with the thumb on the release button at back top side of the aluminum handle and turns the frame to any of four cutting posi-

Increased Output for Western Fishing Lines

Western Fishing Line Co., Glendale 4, Calif., makers of Hot-Stretch and Magi-Braid, has doubled its production capacity with the addition of new buildings at its main plant in Glendale.

The new facilities are now in operation. David Lippey, president, announced that, "These additions will greatly increase our capacity to produce fishing line. It will permit us to handle our government orders, and at the same time continue to take

studs. One side is 15%" under back, Western Hot-Stretch fishing line and

Clarke Introduces New Smoothie Sander

Clarke Sanding Machine Co., Muskegon, Mich., announces the new Clarke Smoothie Sander, Model OS, primarily designed for light factory production work and for wide application among cabinet makers, boat builders, home craftsmen, hobbyists, painters, etc.



The Clarke Smoothie is compact, powerful and easy-to-operate in horizontal, vertical and overhead positions. With a sanding surface of 41/2" by 8", it is powered by a special General Electric shaded pole, unit bearing motor cooled by double fans, and operates on 115 volt, AC, 60-cycle current, delivering 3,000 cycles per minute. Weighing 814 lbs., the Smoothie is finished in baked enamel with abrasive paper clamps in bright nickel. Steel parts are rustproofed by Parkerizing process.

Counter Display Kit for **Great Neck Screwdrivers**

Great Neck Saw Manufacturers, Inc., of Mineola, New York, introduces the Corsair "Take Me Home Kit," a compact self-selling counter display unit in black and yellow, for home-owners, mechanics, etc.

Designed to save counter space, the kit holds an assortment of four handy screwdrivers: a heavy duty driver for rugged work, a cross point driver, a driver for cabinet and electrical work, and one for tiny jobs.

All blades are made of tested alloy steel, hardened and tempered their entire length, and are highly polished



and cross-ground to size. Transparent amber handles are made of unbreakable shock-proof plastic and will not chip or crack, nor absorb grease or oils.



SELL SAFETY FOR PROFIT

Here's a new popularlypriced Tapatco racing vest that's going over big. It fills all requirements of comfort and safety and is made for rough wear. Filled with new Java Kapok (6 times as buoyant as cork) and covered with water repel-

lent duck. Big collar means added safety and ribbon ties keep vest securely in place. Stock this new Tapatco Vest now. Your customers will be asking for it soon. See your jobber or write us.





CAP AND SET SCREWS . SOCKET SCREWS TAPER PINS . NUTS . STUDS They're Quality Made to Be Trouble Free

- · They're better packaged for easier stock room service.
- They're a greater profit line for you to feature for replacement in ALL fields of manufacture.

Remember to ask for CHICAGO "Safety Plus" products from your hardware distributor.

THE CHICAGO SCREW COMPANY



Southern FEBRUARY, 1951 FARM EQUIPMENT

Section of SOUTHERN HARDWARE

806 Peachtree St., N. E. Atlanta S. Ga.

FAST SELLING

FIRST IN THE FIELD FOR 111 YEARS!



In "EMPIRE" built tillage tools, balance or "hang" is a perfected quality, resulting from "EMPIRE's" century old experience making sweeps, shovels, teeth, etc.

The scientific Isothermal heat treating process cushions shocks by imparting extra springiness and gives amazing freedom from breakage. The extra hard, fine grain steel structure takes a glass smooth finish for free scouring, lighter draft and longer wear. Farmers who know good tillage tools have preferred "EMPIRE" built products for five generations.

or Toughness – Performance

WW

SOLD UNDER THESE FAMOUS
TRADE MARKED BRANDS
"IS MIPIRE"
Trade Mark.

RED CHIEF

PLOWMASTER

THE EMPIRE PLOW COMPANY

1840

"In Our Second Century Of Progress"

CLEVELAND 27, OHIO

1951

"WHAT WILL THEY DO FOR ME ?"

MADE A SALE! Of chief concern to every

farmer buying new machinery is what it will deliver in labor and money saving results to justify his investment. With Roderick Lean Spring Tooth and Spike Tooth Harrows and Rotary Hoes just refer to the experiences and satisfaction of thousands of satisfied users . . . point out the outstanding features that put these implements in a class by themselves. This is evidence your farm trade understands and appreciates. These are the kind of facts that make sales. That is what you want. See your distributor today.



● It is no exaggeration when we say . . . sell the Roderick Lean Spring Tooth Harrow . . . and you sell the best. Here are features for you . . . operates equally as well on rough or level ground that must be worked to a uniform depth . . . a single control lever operates the 2 or 3 section tractor harrow . . stress free frame . . . good draft . . . high clearance . . . and there are dozens of others.



● Do you know Roderick Lean built the first all-steel Spike Tooth Harrow? That's why it leads the field in what it takes to do an outstanding job! Sturdy construction . . . does not twist out of shape . . . tooth bars forged and rotate in side bars—the best and most powerful construction known . . long wear, hard steel teeth . . . all add up to an implement you will be proud to sell.



◆ All steel, staggered toothed spiders—10 sharp teeth to each spider—16 spiders to a section . . . ground penetration for maximum mulching . . . positive weed destruction . . . stone knockers between teeth climinate stone clogging . . . adjustable gangs . . direct pull . . . amazingly light draft. These are a few of the features that enable your trade to do the cultivating job in one-third the time. Need we say more?

Write Farm Tools, Inc., for name and address of nearest Farm Tools, Inc., Farm Implement and Harvey Line Distributors.







Left. M. H. Cole looks on as a farmer tries out the mechanical operation of a tractor. If sale isn't closed here on the company lot. Cole will invite this farmer to be present at some future on-the-farm demonstration. To Cole, demonstrations provide the best means for getting the sales message across.

Using demonstrations to attract those

NEW PROSPECTS

By Ross Holman



N-THE-FARM demonstrations not only provide the best means of getting the sales message across to farmers, but also offer an invaluable opportunity for adding new names to the prospect list.

This has been the experience of M. M. Cole, co-owner of the Good-lettesville Implement Co., Good-lettesville, Tenn. Cole is a firm believer in letting the machine "speak for itself." To him, a piece of farm equipment placed in operation before an interested gathering of

farmers provides a sales message far more eloquent than any written word.

For example, if Cole desires to add special emphasis to the promotion of power mowers, he first locates a farmer with several acres of hay to cut. He contacts this farmer and offers to cut a certain amount on an appointed day as a free demonstration. Next, he contacts as many neighboring farmers as possible, inviting them to watch the demonstration.

"Sometimes as many as 200 to 300 farmers attend these field trials," Cole explained. "I run a large ad in the local newspaper announcing the day of the demonstration. In addition, printed posters are put up at many points in the neighborhood as a further means of publicity. Then, of course, I telephone, personally, those farmers whom I consider to be the most likely prospects."

In planning such a demonstration the owner of the farm must be a good prospect also, and the farm must be on or near a good highway. If there is an especially good prospect in the neighborhood, Cole gets him to the demonstration, even if he has to provide transportation to and from the exhibition.

At these demonstrations, Cole or his salesman systematically contacts those farmers present for the purpose of adding new names to the prospect list. A loose-leaf ledger having a separate sheet for each name is maintained.

If the operator is demonstrating a corn planter, for example, the

salesman interviews farmers until he finds the most interested prospects. Then he records the farmer's name, number of acres comprising the farm, number in cultivation, the time when the farmer will be most interested in buying, the type of power equipment already in use, equipment the farmer has to trade, and other pertinent information.

Cole finds that demonstrations usually bring out a favorable response from the farmers who attend. In exchanging comments on (Continued on page 124)



Following a successful demonstration. Cole, here, writes up the order for the customer

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Every part in inventory has its own card on which is recorded the parts number, number of the bin, aisle and alley. No part goes out without a record of the sale made on the proper card. Below: a section of the 5,000 bins in use at the company

Profitable System

of

PARTS CONTROL

By B. Miller

A PARTS department amply and intelligently stocked well in advance of the busy season, and systematically replenished during season, is the backbone of the service department at Humme and Robinson, farm equipment dealers in Herndon, Va.

Open six days a week and available for emergencies occasionally even on the seventh, the parts department with its \$30,000 inventory is constantly standing by for the farmers, while the rest of the service shop and other departments keep their usual hours.

"Most breakdowns on farm equipment are minor, not major," explained W. Frank Humme, a co-owner of the company. "Most farmers can install simple parts, such as plowshares, cultivator plates, or sections on a knife, but in order to hold the farmer's business we must be ready at any time to supply him with these parts."

With 5,000 bins and one to seven items in each bin, each item is recorded in a card system. Every part has its own card on which is recorded its number, number of the bin, aisle and alley. Controlled by a perpetual inventory taken daily, no part goes out with-

out a parts ticket and a record of its sale on the card. A daily record is made of the balance of each part on hand after sales are deducted and new shipments added.

A green tab warns the parts department manager that an item is running low; a red tab indicates that an order must be placed immediately. All inventory calculations and recordings are done during the dull hours in the shop and take no more than 15 percent of the actual daily workday.

"The important factor in stocking parts is having the right parts on hand in large numbers, and these are selected during our seasonal study of requirements," asserted Humme

"Our hay season here is from June 1 to October 1. We know from experience the parts that will be in demand, and we stock them early in March. We don't wait until June. We can't take a chance on letting hay spoil in the field.

"We never know when a call may come," Humme said and recalled that one morning at about 4:30 A.M. he heard a shower of pebbles on his bedroom window and, getting out of bed, he dis-



covered a farmer below his window, a neighbor who had burned out the bearings on his binder and needed a replacement. That need was promptly taken care of.

Occasionally someone catches him right after church on Sundays to find out whether sections for a binder knife are in stock. Sometimes a call comes around to his home at 10 P.M. or later for a part that will be needed first thing in the morning.

"We have served our farmers in this community for more than 30 years and have always identified ourselves with the farmer and his needs," remarked Humme, "and we are proud that they feel close enough to us to call on us at any time of day or night when an emergency arises."

A well-stocked parts department is only one feature of Humme and Robinson's long record of study of the farmers' needs. Having kept abreast of farm changes from mule-power to power machinery, and having stayed abreast

How tropical fibers become top-notch IH twine

A report to you about men and machines that help maintain International Harvester leadership



Only 30 henequen leaves in 1,000 will do for IH twine. To maintain such high standards, International Harvester operates its own plantation. Here's a native worker harvesting choice, mature leaves from which henequen fiber for twine is extracted. After drying and bleaching, our factories transform it into famous IH twine.



Sliver test double-checks baler twine after henequen fiber from Cuba and hemp from the Philippines have been scientifically blended. An IH inspector is shown weighing a sample of blended fibers before spinning. This is to make sure it will produce high quality twine that meets exacting IH standards for length, weight and strength.



Twine must pass the break test before it can wear the IH trade mark. Quality-minded inspectors multiply normal field strains many times with tensile strength testers—record the pull twine withstands before breaking. They also check uniformity and evenness of strand attained by combing the blended fibers eight times.



Workers outograph each ball of twine. Balls of 1H twine look like peas in a pod, but each one carries the name of a balling machine operator. This is one of many inspection checks and countless safeguards that protect the quality of 1H twine from plantation to packaged product. International Harvester Company, Chicago 1, Illinois.



INTERNATIONAL HARVESTER

International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . .



Crawler Tractors and Power Units ...



Refrigerators and Freezers ...





Company owners insist on having right parts on hand in large numbers. Careful study of seasonal requirements guides in the stocking of parts

of new developments in seeds and fertilizers, Humme and Robinson have placed new equipment, materials and methods before the farmer through demonstrations and moving pictures.

In the last 15 years Humme and Robinson's have had a 300 percent increase in the sales of equipment, a result of their constant efforts, Humme believes, to keep the farmer informed of easier and more profitable operations.

Humme cited examples. By newspaper and direct invitation to demonstrations in freezing foods, some 30 - 50 people are reached at each session. Given four times a year, these demonstrations cover about 200 families. More than 50 percent of these families already have freezers, but Humme and Robinson deem it an educational service to bring a home economist out to them.

Twice a year big, all-out demonstrations of farm machinery are given on the University of Maryland grounds or a large farm in the area, and some 300 farmers, dealers and salesmen attend.

In recent months Humme and Robinson's have presented movies on tractors and other equipment, household refrigeration and freezing. With two changes in films a month, as many as 2,000 people are drawn to the local theatre for the weekly showings.

"It is too early to give results on the film showings," commented Humme, "though we feel pleased with the large and regular attendance."

Movies and a stage show usually

are presented at the family party given by Humme and Robinson in February or March at the large high school auditorium. This spring about 650 farmers and their families attended the stage show and movies which dealt with rural life, and had refreshments of ice cream and cake. Six lucky attendants—three adults and three children—drew door prizes.

"This is strictly entertainment, and we forget about business. It's a family get-together for fun," remarked Humme.

Chapin Issues 1951 Sprayer Catalog . . .

R. CHAPIN Manufacturing Works, Inc., Batavia, N. Y., has announced its advance-design line of sprayers and spraying equipment, featuring many improved features, with the issuance of its 1951 catalog.

Greatest changes are noted in compressed air models. Seven new models have replaced older styles. They include new functional and design improvements as the dometype construction for great strength and streamlined appearance; patented three - pronged clamp, a simple yet positive locking and sealing device; electric seam welding on all galvanized and stainless steel models; the new die-cast handle on Model Nos. 130 and 140; and the new cast-iron handle on Model Nos. 180, 187, 189, and 195.

Tank capacity sizes range from the 2½-gallon No. 130 to the 4gallon No. 195. Model Nos. 115 and 189 are in copper. No. 195 is stainless steel, while Nos. 140, 130, 180, and 187 are all Armco Zincgrip galvanized.

Copies of the catalog are available upon request to the manufacturer.

J. I. Case Announces Personnel Changes .

G. Pearse, vice president of the J. I. Case Company, Racine, Wis., announces the promotion of Douglas E. Adams to the personnel of the general sales department staff at Racine, effective as of the first of the year. Mr. Adams, for the past several years, has been manager of the Case branch house at Salt Lake City, Utah, and is a veteran of over 30 years' experience with the company.

He began as a clerk and was later office manager and cashier at the Spokane branch, Later he served in the Racine sales department, was assistant manager of the Oakland, Cal., branch, and manager of the Salt Lake City branch. For three years he served as an officer in the Air Corps during World War II, and returned to the managership of the Salt Lake City office upon his discharge in 1945.

Mr. Pearse announced also that C. B. Smyth, who has had supervision over the Eastern branches, and Frank Hobbs, who supervised the Western branches, have exchanged territories. As of January 1, Mr. Hobbs has supervised the Eastern branches, and Mr. Smyth the Western branches.

E. E. Quick Resigns Farm Tools Presidency

RARM Tools, Inc., Mansfield, Ohio, announces the resignation of E. E. Quick, vice president in charge of sales of the company, due to ill health. This became effective December 4, 1950.

Mr. Quick is well known to the trade, having been associated with the sale of farm implements for 43 years. He started his career in the farm implement field with the Hayes Pump and Planter Co., Galva, Ill. In 1932, following the formation of Farm Tools, Inc., to consolidate the Vulcan Plow Co. and the Hayes Pump and Planter Co., together with the Roderick Lean Co., Mr. Quick was made general sales manager of the company. In 1947 he was named vice president in charge of sales.

NEVER BEFORE A BALER LIKE THIS NEW BUSINESS-BOOSTER FOR CASE DEALERS

CASE AUTOMATIC BALER

(TWINE)

- Simple, Dependable Self-Tying Unit—Plus All the Advantages of the Famous "NCM" Baler
- Makes Firm, Neat, Full-Weight Bales Tied to Stay Tied With Heavy-Duty Twine
- Bales Ventilated for Fast, Even
 Curing—Sliced for Easy Feeding

CASE

Case dealers have long had a business-builder in the famous Case "NCM" Slicer-Baler. Now they have the new, fully automatic "NCM-T," with its fast, positive, self-tying unit that brings to the hay field still faster and easier haying with still lower costs. It makes sliced bales for easy feeding—ventilated for fast, uniform curing all the way through. Ventilated Bales help save the maximum of precious proteins and vitamins for fast, low-cost livestock gains and milk production. The Automatic Baler gives Case dealers still another sales headliner to help build volume business. J. I. Case Co., Racine, Wis.

Through carefully planned demonstrations. This company is leading the way in mechanising those small 50 to 100 acre farms. The company comers have found that 20 percent of those viewing the demonstration buy immediately



Planning Demonstrations for

THE SMALL FARMER

CAREFULLY planned demonstrations for the small farmer owning from 50 to 100 acres—are creating a substantial "extra" volume of business for the Stewart Implement Co., Benton, Arkansas.

Joseph H. Wheeler, who doubles in the role of service manager and salesman, says that the small farmer often is more enthusiastic about a demonstration on his own land than is a larger planter who is partly mechanized already.

Demonstrations are in progress constantly on the farms of prospects, already carefully checked.

"We try to know our prospect before putting machinery into his fields for demonstration," said Wheeler. "A few farmers will ask for a demonstration in order to get work done. As a rule, we try to avoid these, yet sometimes we will give the demonstration, knowing that the customer will not buy. We don't consider this to be wasted time if we are convinced that he is genuinely impressed with the worth of modern machinery.

"We never take out a tractor and leave it. Two or three days after delivery, J. R. Stewart, the owner, makes a call. A couple of days later I follow up this visit and put in my bit about service and the adequate power delivery of the small one- and two-row tractors we are pushing now.

"Our records show that 20 per-

cent of the prospects buy immediately after the demonstration. Another 20 percent can be counted on to buy later—maybe after a second tryout."

As this was written, five small one-row tractors and four two-row models were on the farms of prospects for trial. This is an unusual number for the Stewart Implement Co. to put on demonstration concurrently, and represents service to farmers influenced by "scare buying."

"We try to discourage 'scare buying', said Wheeler. "But we don't want to miss opportunities to let the small farmer see what a small tractor of adequate power will do for him. If he wants the demonstration now, we tell him frankly that we have no intention of high-pressuring him into buying, but will sell him the completely equipped tractor if he is in the buying mood."

The price quoted on a tractor is always the complete price. Thus, when a price say, of \$1,600 is quoted on a certain model, the farmer is told that he is getting a tractor equipped with hydraulic control and wheel weights.

"When a rock bottom price is quoted," said Wheeler, "the farmer might feel that he is getting a bargain. But when he has to spend \$100 here and another \$100 there to equip his tractor adequately, he feels that he has been misled Ex-

perience has taught us that it pays to quote the equipped price and sell the fully equipped unit."

Two used tractors are kept in good condition at all times for demonstrations. The owner prefers not to put out a brand new model for demonstration, because he refuses to sell even a slightly used model to someone else at a brand new price.

Occasionally, when the demand for demonstrations is so brisk that there are not enough used models to go around, a new one will be put into the farmer's field. If he returns it without buying, a slight price reduction is made on that model. Even a small reduction in price for the demonstrator is attractive to the tractor buyer looking for a bargain.

"Here's one that was used once as a demonstrator," the salesman tells the farmer. "We can let you have this at a 5 percent discount."

And the farmer buys it, sometimes without asking for a demonstration on his own farm.

After a tractor comes back from a demonstration, it is checked thoroughly, cleaned, greased and given a complete oil change.

"The machine used for demonstration must be in the best condition possible," Wheeler pointed out. "It is the unit that does the selling for us."

The Stewart Implement Co. sells



There's a kind of magic about some men, a sort of wondrous wizardry that empowers them to search out Beauty in its most secret hiding place and bring it within the reach of folks like you and me.

It's the kind of magic that enables the composer to hear a melody in the silence of the night, and to turn it into sound . . . that permits the artist to lure a landscape from the spectrum, and fasten it to canvas . . . that enables the artisan to see an image in a block of oak, and to free it from its prison.

And you and I are quick to recognize the gifted ones, to offer ready pedestal to the Beauty they create. But, then, we must remind ourselves that much the same skills belong to some who create functionary things. We remember that the designer must have the artist's eye, that the pattern-maker must have the sculptor's touch... that all, in art and industry, who aspire to excellence must have two things in common—pride in their work and an "infinite capacity for taking pains."

* * * *

An artisan in his own right, John Deere, more than a century ago, set the standard of craftsmanship for those who have carried on his work, when he said: "I shall never place my name on an implement that hasn't in it the best that's in me."

JOHN DEERE . MOLINE . ILLINOIS







Above, the company has ample room for outside display of machinery. Left. machines are carefully checked before demonstrations. "It does the selling," says the management

every size of tractor used in the area, but at this time is putting much sales energy on the small one- and two-row models.

"In promoting the smaller tractor," said Wheeler, "we're taking a prophetic peep into the future. If farm equipment is going to be in short supply, we feel that it will be easier for dealers to get the smaller model of tractors.

"It isn't our policy to sell underpower. In fact, we try to get our customer to buy more power than they actually need. But at this owners of those small 50- and 100-acre farms who do not need larger tractors."

At least one small tractor always is displayed at the front of the building or near the front of the large display lot adjoining. There is enough room on the display lot to give a fairly adequate demonstration.

The big lot also offers excellent display points for reconditioned farm equipment that has been taken in trade. At least 50 percent of the sales involve trade-ins.

Trade-ins, said Wheeler, often are the initial purchases of small farmers just starting to mechanize. On the display lot, they are made to look as attractive as newer models. They are put into such good condition by the repair shop that they give satisfactory service to the buyer.

"We feel that an attractive sales lot is slightly more important than a big sales floor," Wheeler admitted. "It attracts more attention from the highway."

The well-filled sales lot is impressive, but the clean white building also is an eye-catching spot from the highway. The front is kept a sparkling white. Set well back from the highway, with a broad paved area in the front, the three-year-old building provides unusual parking facilities.

"We have plenty of space for future expansion, too," said Wheeler.

Two M-M Feature Films Now Being Shown . . .

PUBLIC showings of two feature films in color, produced by Minneapolis-Moline Co., Minneapolis 1, Minn., were begun in January, when M-M dealers began staging their dealer-day programs.

Since world events have taken on a more serious and critical aspect, both of the new films are expected to create unusual interest wherever shown, it was announced.

One of the films, "Havens of Peace," a travelog, shows scenic attractions, places of interest, and farming communities in Europe where peace has reigned for centuries. Nations visited include Andorra, San Marino, Vatican City, Switzerland, Liechtenstein, and others.

The other film, "The Soil Is Good," stresses the importance of soil to mankind and to the nation. It emphasizes safeguarding soil against erosion, and touches upon such soil conservation practices as contour cropping, terracing, strip farming, crop rotation, cover crops, flood control, land reclamation, and shelter belts. This film also includes colorful sequences showing how modern machinery helps the farmer carry out soil conservation practices.

A short travelog in color, "Castles, Cows, and Contentment," also will be shown. It includes a tour of historic castles in Europe and a visit to Friesland, where the Holstein-Friesian breed of cows

originated.

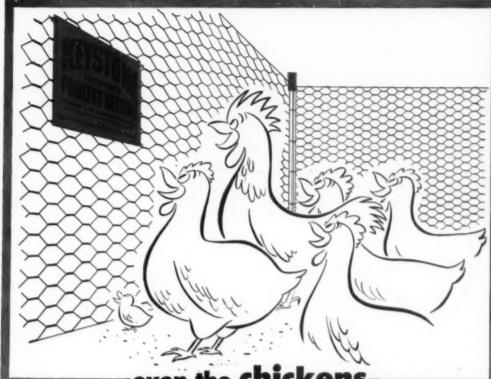
Oliver Begins Work on Charles City Plant . . .

Work HAS begun on a 30,000 square foot addition to the foundry of the Charles City plant of The Oliver Corp., 400 West Madison St., Chicago 4, Ill., according to an announcement by George W. Bird, manager of the wheel tractor plant.

The project, first major increase in the company's facilities here since completion of the building and facilities for Oliver's 900-foot assembly line, will increase potential grey iron molding capacity approximately one-third, enabling the company to increase tractor production here as required. The new facilities are scheduled to enter production next June.

The present foundry, modernized four years ago, is considered one of the most up-to-date from the standpoint of mechanization and good working conditions in the country, it was announced. The new addition is expected to surpass present standards because of recent improvements in foundry machinery and ventilating equipment which have been made by manufacturers of these lines. Mr. Bird pointed out that the ventilators of the new addition alone will change approximately 180,000 square feet of air per minute. Additional floor space will permit more experimental work on improved foundry methods.

More than one-quarter mile of roller conveyor and 500 feet of tram will be utilized for handling hot metal and castings in the addition. Seven molding units will add their capacity to the 12 in the present 90,000 square foot build-



even the chickens know the difference

They can't help but know the difference—when so many men, whose profits depend on successful Poultry handling and production, prefer Keystone Improved Poultry Netting.

Why do Poultrymen prefer Keystone? It's because Keystone Improved Poultry Netting is precision built, it has a neat uniform weave...it's made with a reverse-twist weave producing a mesh that is unusually strong, that stretches up evenly... and it unrolls flat, like a rug, there's no buckling.



And Dealers know the difference, too. "Made by Keystone" means customer acceptance and preference. The bright trim rolls help sales and the Inventory Tag is a real merchandising help. Just a number jotted at the time of the previous sale tells you how many feet are left. You'll find it on every roll. Free envelope stuffers, local newspaper mats and radio scripts are available to help you make bigger NET profits. Order from your jobber, or write him for catalog sheets and prices.

KEYSTONE POULTRY NETTING

Keystone Steel and Wire Company, Peoria 7, Illinois

Red Brand Fence. Red Top Steel Posts. Gates. Keymesh plaster and concrete reinforcement

SOUTHERN FARM EQUIPMENT Section for FEBRUARY, 1951



Left, John Temple, a co-owner of the business, inspects a trailer of the type always displayed in the sales room. Trailers have proved to be an unusually profitable accessory and are vigorously promoted by the staff

An Effective Sales Program for

WINNING NEW BUSINESS

A s THE result of a planned program in which each customer is visited at least twice a month, Carr & Temple, farm equipment dealers in England, Arkansas, are maintaining a substantial volume of business, despite the fact that there are four aggressive competitors in this small town.

"Nothing is more important than frequent personal contacts with farmers," said John Temple, a coowner of the business. "We call on each of our customers at least twice a month. The rest of our sales ener-

gy is directed towards selling at least one item to every farmer who owns a tractor bought from one of our competitors.

"This policy has made all of our personnel salesminded. By calling regularly on farmers who own tractors of a competitive line, we are able to sell large numbers of tillage tools and trailers—units that can be used with any make of tractor."

Temple pointed to a trailer on the display floor as an example of the type of equipment on which sales have soared as the result of consistent promotion. During 1949, he and his partner, Frank Carr, sold more than 30 trailers

to farmers owning tractors bought from other dealers.

The display room is never without a trailer. The two salesmen in the territory, the six factorytrained mechanics who also receive sales-training, and the parts manager, H. W. Buie, promote the trailers as a needed labor-saver on every cotton farm. Other tillage tools also are promoted vigorously.

This program—aimed at serving all farmers, whether regular customers or not—also applies to the well-managed service department. Although the company's six mechanics concentrate on the repair of equipment sold by the company, they are trained to repair any make of generator, starter or magneto. Modern testing equipment, unusual for a repair shop in a community as small as this, attracts business from a wide area.

"We consider our testing equipment to be one of our most valuable volume-builders," said Temple. "It brings in farmers who would not come to us if we did not have it. Our salesmen in the field use it as

a talking point to get prospects to come in for service.

"When a customer brings equipment to our shop for repairs, we introduce him to our mechanics and try to establish the friendly contact so important in holding new customers.

"We explain to customers that our mechanics are paid a straight salary. None of us receives a commission on parts or labor. Consequently, the customer is assured that no one will attempt to sell him some item he could do without just in order to build up commissions."

The firm makes a specialty of emergency repairs, and farmers who need immediate service re-



Modern testing equipment has been a means of attracting a large volume of repair business



"THE TRACTOR THAT CAN BE SERVICED FROM A MILKSTOOL"

-FARM IMPLEMENT NEWS

Four Covers Afford Enzy Access to Vital Engine Parts. The valves can be reconditioned without removing manifold. Crankshaft and connecting rods can be inspected without draining the crankcase.

MM Quality Control FEATURES THAT ASSURE DEPENDABLE PERFORMANCE IN THE FIELD

- Centrifugal water pump mounted on bronze bushings, beltdriven, automatic water pump seal.
- 2. Large capacity tubular radiator.
- 3. V-belt driven fan mounted on porous bronze bushings.
- 4. Large capacity air cleaner.
- 5. Bellows type thermostat for water temperature control.
- Fuel filter has a filter element made up of numerous copper discs to remove foreign particles.

- 7. Seam welded gas tank, 14-gallon capacity,
- Modern instrument panel with ammeter, oil gauge, temperature gauge and switches.
- Wobble-stick gear shift —4 forward speeds and 1 reverse speed: Low 2.4, 2nd 3.4, 3rd 4.4, 4th 12.3, Reverse 2.7 (on 10-34 tires).
- Four-pinion differential runs in a bath of oil. Revacycle type gears.
- Rear wheels adjustable from 52 to 88 inches permits proper adjustment for various row spacings.
- Transmission shafts and gears are made of alloy steel mounted on tapered roller and ball bearings. Transmission runs in a bath of oil.
- 13. Transmission is sealed against dust and dirt by oil seals,
- 14. Heavy-duty over-center twin-disc clutch, hand operated.
- Replaceable rear main crankshaft and connecting bearings are precision made of steel lined with babbitt. Front main bearing – precision roller.
- Heavy-duty precision-made cast iron pistons with 3 compression rings and 1 oil ring.
- Force-feed filtered lubrication to connecting rods and rear main bearings, valve mechanism and governor.
- 18. Oil filter with easily replaceable waste-type cartridge.
- 19. Oil pump with extra capacity for positive lubrication.

"COMPARED TO MOST VALVE-IN-HEAD ENGINES

MM R Tractors are offered in 4 front-end types: The Universal R, the Standard R, the Universal RTE with front wheel tread adjustable from 56 to 88 inches and the Universal RTN for narrow row crop work. Uni-Matic Power affords smooth, accurate control for hydraulically raising, lowering, and adjusting implements.

QUALITY CONTROL IN MM FACTORIES ASSURES DEPENDABLE PERFORMANCE IN THE FIELD



MINNEAPOLIS - MOLINE
MINNEAPOLIS 1, MINNESOTA

YOURS when you sell.



Alert Simplicity dealers run their business by the calendar, but they use all twelve pages! With two easy-selling garden tractors — and a wide range of low-cost implements — they're all set for year 'round sales , more profits.



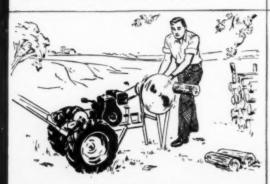
It's easy to sell customers on Simplicity advantages. They're quick to respond to the sturdy, uncluttered construction, simplified controls, easy operation, the light weight and perfect balance — features pioneered by Simplicity, manufacturers of garden tractors and implements exclusively.



The demonstration is the clincher. When a dealer puts a Simplicity through its paces — demonstrates Simplicity patented "Quick-Hitch", changing from one implement to another in less than a minute without tools — sales resistance really melts away.



Customers can't help but appreciate the cost-cutting advantages of Simplicity implements. They go for the way Simplicity cuts down on manual labor . . . on small farms, big farms and around suburban homes and estates.



And, when growing season's past, Simplicity dealers are still in there pitching . . . earning welcome profits from the sale of labor-saving amplements like the brush and log saw.



Yes, Simplicity garden tractors are sales makers all year 'round. Dealers get steady turnover on such versatile Simplicity implements as the combination lawn voller, riding sulky and dump cart kit.

America's No. 1 Garden Tractor

Simplicity REG. U.S. PAT. OFF.

Garden Tractors and Implements

With Simplicity, dealers have something to sell every month of the year. No need to get hog-tied with top-heavy inventories. All Simplicity implements fit either of the two tractor models . . . That means you have full inventory to sell from with low inventory investment.

And that's not all! Check these additional reasons why it pays to be a Simplicity dealer . . . why it pays to sell America's No. 1 Garden Tractor!

- Dealer Help While others talk about helping the dealer, Simplicity acts . . . provides the industry's strongest dealer support, most consistent sales and advertising backing.
- Consistent Advertising Prospects are presold by Simplicity's year 'round schedule of hard-hitting advertisements in leading national publications. Millions read the Simplicity story in Saturday Evening Post, Better Homes and Gardens, Country Gentleman, leading farm papers, and many other popular magazines.
- Monthly PromotionS Month after month, all
 year 'round, dealers get complete, ready-to-use merchandising kits—
 with literature, posters, radio announcements, etc. to help them
 earn all-season sales with Simplicity tractors and implements.
- Priced Right High in quality, High in performance
 — Simplicity tractors and implements are priced to sell . . . place
 dealers in strong competitive position.

2 POPULAR SIMPLICITY MODELS TO SELL

The two, low-cost Simplicity tractors are fast sellers..., because they're in the horsepower range which accounts for 85% of all garden tractor sales.

3 N.P. MODEL M-1 TRACTOR

5 forward speeds — with new "Lo-Lo" speed. Fully enclosed gears, Heavy-duty one-piece frame. Patented "Quick-Hitch." Briggs & Stratton Model 9 Engine.

2 H.P. MODEL L-1 TRACTOR

Twin to the M-1. Designed for lighter work. Briggs & Stratton Model N Engine. Another notch in Simplicity's effective dealer-aid campaign.
Two full color sound films
— designed to help you get even better sales on Simplicity garden tractors and implements.
Produced by one of the nation's foremost motion picture studios.
Ask your Simplicity field man to show your staff these films.

implicitu

TO HELP YOU SEL



It's good business to sell the line that does the most for dealers . . . helps them build bigger year round business. If you want all-season profits and satisfied customers, write today describing your sales and service facilities.

FIRM	NAME	****	 	****	 ****	*****	

I'm interested in the profit opportunity in a Simplicity dealership.

SIMPLICITY MANUFACTURING COMPANY

Please send all information as soon as possible.

1206 Spring St., Port Washington, Wis.

CITY STATE





Above, wellstocked parts department in-cludes parts for all types of machinery and till-age tools used in the territory. Left, H. W. Buie. parts manager, hands part to a mechanic working overtime on a rush job. Company's six mechanics are trained to repair equipmentin lines other than those sold by the company. To assure friendly relations with customers, farmers always are introduced to the mechanics who work their equipment

ceive all necessary attention. When equipment must be in operation the following day, mechanics work overtime in order to complete the job in ample time.

Despite the fact that two new competitors have moved into the area since Carr and Temple established their business, their annual volume has shown a steady increase. In fact, 1949, in point of volume, was the company's best year. Both partners give credit for this to the policy of maintaining constant personal contact with the area's farmers.

"We feel that all farmers who use machinery or tillage tools constantly are prospects for some piece of equipment, and the company which stays in contact with these farmers eventually will get the business.

"If after repeated visits we are unable to contact a farmer personally, we try to reach him by telephone. It this does not work, we mail out advertising matter. In other words, we let the farmer know in some manner that we value his business and want more of it in the future."

New Clip-Oil Tool for Tobacco Sucker Control

A NEW tool, called the Clip-Oil, is being developed at North Carolina State College for controlling suckers in tobacco. This device consists of a pair of clippers connected by an oil resistant hose to a hand-operated spray tank. It is used to clip the tops from tobacco plants and apply a sucker-control-

ling liquid in one simple operation

The clippers are altered so that they will center and clip the to-bacco stalk. Directly below the clipper blades is attached a U-shaped applicator. A slight pressure on the handles releases a small amount of liquid to the applicator and from there to the stalk. The sucker control liquid runs down the stalk and kills the buds before suckers begin to develop.

A "Special Issue to Industry" bulletin has been prepared to invite industry to aid in the further development and future manufacture of this tool. The bulletin, "The Clip-Oil for Controlling Tobacco Suckers," describes the Clip-Oil in its present state of development, as well as the benefits to be derived from the new method and tool.

A copy of the bulletin will be made available to those interested in investigating the possible manufacture of the Clip-Oil by contacting Robert W. Wilson, North Carolina State College, Raleigh, North Carolina.

New Ideas Help Pick 19,000 Acres of Corn

A FTER World War II, Camp Breckenridge, located in the heart of Union County, Kentucky, was deactivated, and more than 25,000 acres of the site released to the original farm owners.

In the Spring of 1950, almost 19,000 acres of the land were put into corn and the remainder into beans. Then came Korea. The camp was immediately ordered activated, and draftees and recruits poured into the camp for training.

It was necessary for the government to issue orders to farmers to harvest their crops before September 15. Much of the corn was hand picked, but other beyond the stage for table use, and yet not ready for the regular harvest, had to be bull-dozed from the area.

Seeing the large waste that would occur if the farmers were forced to remove the entire corn crop by September 15, the government eased the original order and requested growers to remove the crops as soon as they were ripe.

Because the rifle ranges and artillery ranges were active during most of the daylight hours, the farmers did the majority of their picking after dark, with the aid of lights on their tractors.

Playing a big part in the harvest were the New Idea corn pickers, which helped do the job in record time.

A.

R. R. Skibiski, President of Roman R. Skibiski, Inc., Sunderland, Mass.

Here's what Mr. Skibiski says about Farquhar IRON AGE Farm Equipment—

"We have sold Farquhar Iron Age Farm Machinery for many years. Due to the dependability of Iron Age products and the fine way that the Farquhar Company stands back of its products, we have had many repeat sales. Farmers in our territory prefer Iron Age Machinery to any other."



New Iron Age Tall-Trac Sprayer

This unique, self-powered, Iron Age Tall-Trac for spraying protects corn, tobacco and other crops too high for ordinary sprayers. Folding booms adjustable for under clearance up to 7 feet. Tread adjustable up to 144 inches. Complete line of Iron Age folding booms for high or low pressure work. Tall-Trac Dusters also available.



PLANT AND SPRAY THE IRON AGE WAY

"Farmers Prefer IRON AGE"

says prominent Massachusetts Farm Equipment Dealer*

That's what dealers all over the country are saying..."Farmers in our territory prefer Iron Age!" You, too, can make more sales...increase your volume...with the exclusive features that keep Iron Age sales skyrocketing higher year after year! Look over the Farquhar Iron Age line! Send the coupon for complete information about a Farquhar Franchise for your area.



New Iron Age Orchard Mist Sprayer

Double axial blowers spray from either or both sides, high pressure breakup assures right droplet size and unique nozzle arrangement directs mist in uniform velocities and quantities to top and bottom branches.



IRON AGE SPRAYERS

Complete line of low and high pressure sprayers for orchard, row crop, cattle and pen spraying. Available with booms, guns, single or double spray heads. Designed for maximum coverage at amazingly low cost!



IRON AGE POTATO PLANTER

Rigid construction assures maximum accuracy . . . roller axle bearings provide lighter draft. Interchangeable rubbertired wheels, reinforced all-steel hopper plus exclusive Iron Age Band-Way fertilizer placement.



IRON AGE POTATO DIGGERS

Get more unmarked, unbruised Grade A potatoes per acre. Operate in any soil. One piece welded frame. Take direct application of draft power. Enthusiagtic users report no work stoppage from chain breaking!

---- MAIL TODAY FOR INFORMATION --

A. B. FARQUHAR COMPANY

Farm Equipment Division, 1993 Duke St., York, Penna.

You bet I'm interested in increasing my profits with the Iron Age Line. Send me details, quickly!



New officers of the Mississippi Valley Farm Equipment Association, front row, left to right: John A. Nix, president; Ray Oliver, vice president; Alva Vaughn and Wilbur H. Leitch, directors. Standing: W. E. Parsons, secretary-treasurer; J. J. Molitor, Willard Middleton and E. C. Hunt, directors

Mississippi Valley Meeting

DELEGATES to the annual convention of the Mississippi Valley Farm Equipment Association, held December 7-9 in St. Louis, Mo., heard discussions of problems facing industry and business that pose "Today's Challenge," the convention theme.

Leading speakers reviewed this challenge as its concerns the various phases of the industry. In discussing "Today's Challenge to the Industry," R. S. Stevenson, general sales manager, Allis-Chalmers Manufacturing Co., outlined the problems that face industry in producing the goods which farm equipment retailers sell.

In his talk on "Today's Challenge to Agriculture" W. G. Kammelade, College of Agriculture, University of Illinois, discussed some of the problems which face agriculture in the present emergency.

In a further talk the wholesaler's point of view was presented by C. E. Woodward, executive secretary, Farm Equipment Wholesalers Association.

Highlighting the morning session was a talk entitled "Snap Goes Your Judgment" by George A. Bowie, department of public relations, Firestone Tire & Rubber Co., who discussed the difficulty of basing judgment of tomorrow's problems on events of the past.

"Today's Challenge to Business" was discussed by three directors of

the association, Ray Oliver, Wilbur Leitch and Alva Vaughn. These speakers outlined governmental regulation of business, governmental inefficiency then detailed some of the methods by which these problems could be solved.

Closing the Saturday morning session, John L. Strohm, associate editor of Country Gentleman, presented an uncensored motion picture, brought out of Russia three years ago. These pictures showed conditions in the Far East and in Russia, depicting the primitive conditions under which farming operations are carried out. The title of talk which accompanied the showing of the movie was "How Far Will Russia Go." While he stressed his lack of immediate knowledge concerning what future events will be, he nevertheless was convinced that Russia was less able to go to war than most people thought. His pictures bore out the theme of his talk-that it would be a gigantic task for Russia to go to war and then raise sufficient food by methods that were old in biblical times.

The meeting was closed with a short talk by John A. Nix, vice president of the association, on "The Challenge Will Be Met."

New officers of the association are John A. Nix, Olney, Ill., president, and Ray Oliver, Montgomery City, Mo., vice president. Two new directors were added to the board: Willard Middleton, Bowling Green, Mo., and Lee Hauter, Jerseyville.

Manufacturers Tell NPA of Production Requirements

R EPRESENTATIVES of the farm equipment industry met in Washington recently with officials of the National Production Authority to discuss the essentiality of the agricultural program to national defense and to outline the needs of the industry for continuing an adequate production of farm equipment.

Spokesmen for this Farm Equipment Advisory committee told the NPA that if farmers are to meet crop production requirements set by the Department of Agriculture, production of farm machinery should be maintained at substantially the same levels of last year. The NPA was told that by the middle of this year production of farm machinery of all types may be down to less than 75 percent of the production rate of last year, unless sufficient steel and copper is made available.

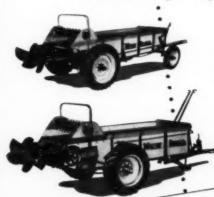
It was recommended that the NPA either assign basic quotas of farm machinery and set aside the necessary amounts of steel, copper and other materials to fill the quotas, or institute at once a program of giving assistance to the individual companies in connection with their material supply problems.

NPA officials agreed to set up a staff to cooperate closely with the industry and with the Department of Agriculture, to give assistance when needed, on an individual company basis. Consideration will be given to other types of assistance for the industry should such action become necessary in the future.

The committee agreed to make available to NPA personnel to help administer the proposed assistance program, and to recommend how the program might be set up.



Backed by 51 years of spreader building experience



- Experience is still the best teacher . . . and 51 years of it have gone into building the NEW IDEA Manure Spreaders of today. Little wonder, then, that they are so distinguished for high quality performance and unusual durability . . . that they are the world's foremost, fastest selling line of manure spreaders.
- Little wonder, too, that NEW IDEA Dealers find that their sales story based on facts and a demonstration of superior performance wins customers so readily . . . makes their sales job easier and more profitable. If there is no NEW IDEA dealer in your territory, write us.

Remember... ...if it's a NEW IDEA it's a good idea

- to emphasize service!

Maintain a complete REPAIR PARTS department

It have

EW IDEA

MANUFACTURING CORPORATION SANDWICH, ILL. COLDWATER, OHIO

Atlantic Steel Launches Large Expansion Program

THE ATLANTIC STEEL Company, Atlanta, Ga., is launching a three-year expansion program that will increase its steel-making capacity 50 percent and double its output of rolled products, according to Robert S. Lynch, president of the company.

"We are entering into this program for two reasons," said Mr. Lynch. "First because of the accelerated national defense program, and secondly because of the continued industrial expansion in

the South."

The new program follows on the heels, of a \$2 million four-year post-war modernization and improvement program that has greatly widened the scope of products, facilities and services offered by the Atlantic Steel Company.

First phase of the three-year program will be the installation of a 60-ton electric furnace at a cost of approximately \$1,500,000. It is estimated that the new furnace will produce a minimum of 100,000

tons of steel annually.

The present rated capacity of Atlantic Steel Company's three open hearth furnaces is 188,000 tons. But this year the company will produce more than 200,000 tons of steel, to set an all-time production record. It is expected that the new furnace will be completed by December, 1951.

Second phase of the company's expansion program, to begin when the new furnace is completed, will be the addition of a new rolling mill, which will make it possible for the company to produce a wider range of sizes and types of

steel bars and shapes.

The entire program of expansion, involving several millions of

capital, according to Mr. Lynch. The new furnace will be the first large electric furnace in the entire Southwest. Besides having a production rate nearly twice as great as the same size open hearth furnace, the new furnace offers important savings in alloys, such as chromium and manganese, used in the production of steel.

dollars, will be financed by private

An important advantage to the Atlantic Steel Company, which operates no blast furnaces and depends on out-of-state sources for pig iron required in open hearth operations, is that it is not necessary to use pig iron to produce steel in the electric furnace.

The output of the new furnace, when it is completed, will not only increase the production of various rolled products, but also will enable other finishing departments

to operate at capacity.

The Atlantic Steel Company now operates three open hearth furnaces, a blooming mill, rod mill, wire mill, two narrow strip mills, various wire products departments, as well as heat-treating galvanizing, forging and stamping facilities and supplementary operations. Many of its products are marketed throughout the South under the trade-name of "DIXI-STEEL."

Double High Round Crib Introduced by Martin . .

PRODUCTION of a new double high round crib, for large volume ear corn conditioning and storage, has been announced by J. R. Mayner, vice president in charge of sales, Martin Steel Products Corp., Mansfield, Ohio.

Actually a low cost corn and grain elevator, the crib is engineered for easy use with every type of elevator and shelling equipment, it was announced. All operations of filling, shelling out, grinding and mixing can be performed under cover in the build-

ing. The unit also has facilities for storage of small grains in the same unit, with grain storage bin built in over the wide driveway.

Forced air ventilation reduces high moisture quickly and permits early harvest of corn, it is claimed. Since all filling and shelling out is done mechanically, corn can be handled as quickly as it is brought in from the fields.

Cobey Appoints Quick New Vice President .

HERBERT COBEY, president of The Cobey Corporation of Galion and Bucyrus, Ohio, announces the appointment of E. E. Quick as vice president in charge of sales of the Cobey Corporation, whose home offices are at Perfection Steel Body Co., Galion, Ohio.

The company is manufacturing a complete line of tillage implements, as well as Cobey spreaders

and wagons.

Mr. Quick has been connected with the implement industry for 43 years, having started his career with the Hayes Pump & Planter Co., Galva, Illinois. Later he joined the Vulcan Plow Co. of Evansville, Indiana, where he was made general sales manager of Farm Tools, Inc. was formed to consolidate Vulcan and Hayes with the Roderick Lean Co. and Peoria Drill & Seeder Co. In 1947, he was named vice president in charge of sales here.

The Cobey Corporation, now occupying its new, modern factory at Bucyrus, will build a full line of implements for the farm trade, and production is already underway to serve dealers and jobbers

for the spring business.

Engineered for easy use and with every type of elevator and shelling equipment, the new double high round crib now beproduced by Martin Steel Prod ucts Corp. is designed for large volume ear corn conditioning and storing. Filling, shelling out. grinding and mixing can be performed under cover in the building, and small grains may be stored in the same unit





Multial IMPLEMENT and HARDWARE INSURANCE CO. . OWATONNA, MINN.

OF ALL CONCERNS SUFFERING LOSS BY FIRE OR OTHER DISASTER, 43% NEVER REOPEN*

Questions about Insurance?



Q. Is the Insurance Company liable for damage by firemen and by water used to extinguish a fire?

A. Yes, because fire is directly accountable for the damage by firemen and by water.

If 2 men on the same job agree all of the time, one is useless. If they never agree, both are useless.—Personnel Jal.

"Do you like Mrs. Johnson?" asked a pig-tailed blonde.

"Well," replied her companion, "if she died I'd feel bad, but while she's alive I don't like her."—Mrs. Gor-DON JOHNSON, Woman,

SAFE BETS



BEFORE HE COULD PAGE,

NOW ALL OF THE CORNINGS ARE

A LETTER FROM A



"We have insured with your company for a number of years now and are entirely satisfied with the type of protection afforded and the promptness with which you handle losses. The money saved on insurance costs is also an important item. During the period that we have insured with you, we have sustained but one loss, but the manner in which this claim was handled and the promptness with which it was paid, was in every respect satisfactory.

"The service rendered by your field man has always been more than adequate and it has always been a pleasure to do business with you."

Yours very truly, BANKS HARDWARE COMPANY J. C. BANKS Columbus, Mississippi

SUPPORT YOUR ASSOCIATION!

One of the many services of most associations is their valuable accounting services. They include bookkeeping instruction, installation of accounting systems, supervision of accounting work, auditing, annual closing of books and income tax reports. Support your association and take advantage of their services!

INSURANCE TO REPLACE PROPERTY DAMAGED OR DESTROYED NOT ENOUGH

Because insurance to replace property damaged or destroyed is not enough, 43% of all concerns suffering serious loss by fire (or other disaster) go out of business.*

For businesses interrupted by fire, windstorm, explosion or riot, property insurance pays for the physical damage, but profits vanish while expenses continue. In one case in Chicago, an explosion caused a \$10,000 property loss. It forced a shutdown causing a \$90,000 loss.

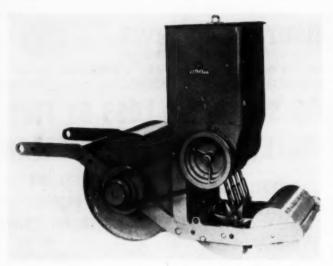
Business interruption insurance will pay what your business would have earned if a fire or other insured catastrophe had never occurred for the time required (within reasonable limits) to repair or replace the damaged or destroyed property. It pays the net profits you would have earned, the salaries and wages that would be continued, the other neces sary charges and expenses that would continue during both total or partial suspension of business, and the extra expenses incurred to reduce the loss, and to get you back into business quickly.

With gross earnings as the measuring stick, buy only as much insurance as, in your judgment, will be needed—50%, 60%, 70%, or 80% of your gross earnings.

Your Friendly Federated man will, without obligation, discuss the best Business Interruption Insurance Plan with you. He is an especially trained, exclusive representative of Federated Mutual. You will find him well versed in today's special requirements of your business. If you don't know the name of your nearest Federated Representative, drop us a card and we will see that he gets in touch with you. "(Dun & Bradstreet, Inc.)

Wife: I had to marry you to find out how stupid you were.

Husband: You should have known that when I asked you.



New Precision Planter Announced by Hallett

ALLETT Manufacturing Co., H 1601 West Florence Blvd., Inglewood, Cal., announces production of a new multiple row precision planter, featuring simplified construction of corrosionresistant materials, positive Vbelt drive, step pulleys that permit quick change of seed spacing in the row, fast changing seed plates for all common seed sizes including coated seeds, easy attachment to planting sled or to cultivator bar, planting of from one to four rows, planting of four rows from 34" to two three inches apart, planting from 1/8" to two inches in depth, smoothing of the bed prior to planting, star wheel clod breakers to prevent clogging. and other advantages.

Complete details are available from the manufacturer upon request.

Wissota Introduces New Hydraulie Utility Tool .

ISSOTA Manufacturing Co., 1301 South Third St., Minneapolis 4, Minn., has introduced a new and different hydraulic farm utility tool, which operates in all positions—vertical, horizontal, or upside down.

Its handle swivels in an arc and may be turned to get away from interfering obstructions. Designed to quickly and economically handle many difficult repair and lifting jobs on the farm, the Wissota hydraulic farm utility tool has 5,000 lb. capacity, yet is lightweight, compact and easily packed for field use or road trips. It is capable also



of lifting from below its own base level, using high test chain with which it is equipped.

Announced also by Wissota is a new wagon box lift frame, into which the utility tool is easily fitted for lifting and dumping farm wagon boxes of any make. The extra power of the tool makes the job easy and smooth, it was announced.

The new utility tool is said to be useful for bending, spreading, pushing and pulling jobs, such as: pulling gears, pulleys, sprockets; pulling and spacing tractor wheels; lifting tractors, trucks, machinery; awkward machinery repair jobs and leveling up and repairing outbuildings: pulling stumps, posts; lifting stalled tractors, trucks, cars and machinery from ruts.

Cardwell Announces New Tobacco Insect Sprayer

THE CARDWELL Machine Co., Richmond, Va., announces the development of an effective insecticide sprayer for tobacco growers. Preceded by two years of intensive research in the field of insect destruction and encouraged by agricultural stations and universities, the new sprayer is called the Over-Under Sprayer, and is said to feature the following:

It sprays three rows at one time: it reaches all portions of the plant. stem, underside of the leaf, and all crevices and the top of the leaf: because of the versatile and changeable arrangement of the 22 nozzles and the high boom arrangement, it can be used during all phases of plant growth, from planting to pulling; it is animaldrawn but can be converted easily to tractor-drawn; based on 24" row spacing, the 50-gallon tank allows approximately onehalf acre spraying without refilling; the spray unit can be easily removed from the carriage, allowing for stationary spraying inside and outside of farm buildings.

Eric M. Lipman is sales manager in charge of distribution of the new Cardwell sprayer.



YOUR CUSTOMERS ARE NOW READING





Cash in on advertising in Farm Journal and other leading publications.

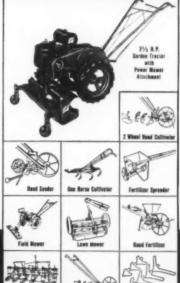
CAPITALIZE ON POWERFUL PROMOTION

In "Garden Drudgery", there's one of the most powerful promotions ever released in the farm implement field. Will it help you sell? You bet it will! Garden Drudgery, the time-wasting, back-breaking, health-busting part of farm and garden work, is one thing everyone hates most, whether he or she's an after-hours gardener or a full-fledged farmer. The entire Planet Jr. Promotion is bull's-eyed on eliminating "Drudgery".

Write for complete details of the Planet Jr. Promotion NOW! Follow the Garden Drudgery story in the Farm Journal and in similar publications. Be ready to make the most of it when its full impact hits your own sales area.

for Farm and Garden

A COMPLETE LINE





S. L. ALLEN & CO., Inc. . 3421 N. Fifth Street . Philadelphia 40, Pa.

farm implement dealers

Dealers from Coast to Coast are finding additional profits with the reliable HORN LINE. Dealer Territories are open! It will pay to investigate. WRITE TODAY!

HORN SHREDDER

DESIGNED FOR STALKS AND VINES



THE HORN SHREDDER has been field-tested in Cotton, Rye, Soy Beans, Flax, Potatoes, Cabbage, Briars, Palmetto, Weeds, Corn and Cover Crops. Write for Free Literature.

FOR YEAR 'ROUND SALES, THE PRECISION BUILT

HORN-DRAULIC LOADERS



HORN-DRAULIC LOADERS, with 5 models, 10 attachments, for over 100 different tractors, offer greater dealer advantages. Check this "hot" farm implement today!

DISTRIBUTED BY

ORGILL BROS., INC. Memphis, Tennessee WIMBERLY-THOMAS HARDWARE CO. 1809 First Avenue South, Birmingham, Alabama

LOVETT & THARPE HARDWARE CO.

Dublin, Georgia

HORN MANUFACTURING COMPANY

Division of Horn Industries

Fort Dodge, Iowa



WORLD'S LARGEST MANUFACTURERS OF HYDRAULIC LOADERS

Pearse Succeeds Clark As Case Sales Supervisor

W ILLIAM L. CLARR, vice president of the J. I. Case Company, Racine, Wis., who has had general supervision of the domestic sales department of the company, has been relieved of this responsibility at his own request and has been succeeded by C. G. Pearse, vice president, according to an announcement by Theodore Johnson, president of the company. C. B. Smyth and Frank Hobbs will continue as Pearse's assistants.

Clark continues as vice president and director of the company and in the future will serve in a consulting capacity and be responsible for such matters as may be assigned to him. He has been with the company nearly 20 years. Prior to joining Case, he spent many years in the industry and is widely known.

Wisconsin Tops Engine Production Record . .

TOPPING a long-standing record of producing more horsepower than any other manufacturer in the air-cooled engine field was achieved recently by Wisconsin Motor Corp., Milwaukee, Wis., with the building of Wisconsin heavyduty air-cooled engine No. 1,500,000, according to the manufacturer.

The engine represented the completion of delivery of over 18,000,-000 horsepower, which is more than 12 times the power generated by Niagara Falls. Of this total, over 10,000,000 h.p., or approximately 60 percent of the engines built, have been delivered to the farm field alone.

According to executives, farm implement builders, dealers, and farmers are more and more considering Wisconsin-Power as "Standard-Power, 3 to 30 h.p." in the farm field. Wisconsin engines are extensively used as power components on a great variety of original equipment, such as combines, balers, vegetable harvesters, sprayers, portable welders, elevators, hammer-mills, etc.

New Prospects

(Continued from page 103) the operation of the particular equipment, they have a tendency to sell each other.

In order to better acquaint customers with his line of equipment, Cole plans to start custom work for



THE WAGON for 1951

★ In 1951 we offer advanced designing for longer wagon life, more convenience, heavier pay loads — plus famous

SLECTRIC dependability and value.. the finest line of wagons in all ELECTRIC'S 61 years.
Note their selling features.



Greater capacity and greater strength make ELECTRIC wagons the leaders in their field. Designed for use with either standard bolsters or spring bolsters as illustrated below. The bolsters are sturdily built of heavy formed steel with stakes adjustable for a 38" or 42" box.



WRITE FOR THE NAME OF YOUR MEAREST DISTRIBUTOR ELECTRIC WHEEL CO 2805 CEDAR STREET QUINCY, ILLINOIS, U. S. A.

TIMBEN

A COMPLETE LINE

ELECTRIC offers a complete line of wagons to meet every farm need. Both auto steer and fifth wheel models are available, with carrying capacities from 6,000 to 10,000 pounds, and reaches adjustable from 7 to 12 feet.



GALVANIZED STEEL WAGON BOX

The new ELECTRIC Model 727 flare type wagon box has all of these selling and service features: heavy gauge galvanized steel body resists rust, acid, and wear; one-piece formed sides with a substantial lap underneath the floor give added support; sliding type endgate, which can be locked in either open or closed position, is easily operated by one-piece lift bar; extra heavy trague and growed floor (of specially treated lumber to prevent decay) is sturdy and GRAIN TIGHT; lower and wider body can be used with mechanical corn pickers, combines, etc.; larger capacity and high quality at low cost



wholly or partially unmechanized farmers as soon as he can obtain a dependable, well-trained operator. He will make a definite charge per acre, and while this will be a new source of revenue, the chief purpose of this plan is to better advertise his equipment.

Cole further believes that in operating his own farm he has a decided advantage over his competition. Here, Cole tests much of his equipment before sale. The farm not only is a good proving ground for machines, but also is a convenient place for care of trade-ins.

New Electric Plants Announced by Winpower

NEW, low priced line of electric plants has been announced by the Winpower Manufacturing Co., Newton, Iowa. Known as the G-zine, these plants will be available in 300, 600 and 1000 watt capacities with Briggs & Stratton engines, and in 1500, 3000, 5000 and 10,000 watt sizes powered by Wisconsin engines.

The new G-line was designed to meet the demand for low cost, continuous duty and stand-by electric



plants, according to the manufacturer. The low price of the new models was said to be made possible by a simplified design, with the generators engineered to the power plants, and the elimination of all features not essential to the function of generating electricity.

Various models are available in each size, in A.C. or D.C., with complete range of voltages, cycles, phases, and with manual or remote electric starting. Each model is shipped as a complete package, ready to connect and operate.

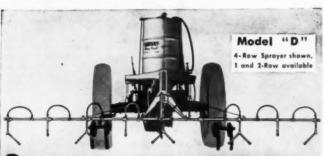
New DeLuxe Garden Cultivator on Market

Le Claire, Iowa, announces the 1951 Model L garden cultivator, used for various types of gardening.

The new unit has many attachments, such as hillers, sweeps, shovels, lawn mower attachment, weed cutter attachment, and snow plow attachment. New uses include cultivating, mowing, cutting weeds, removing snow, and bull-dozing.

The unit is powered with either a Briggs & Stratton, Lauson or Clinton 2 h.p. 4-cycle engine. For easy operation, a 2-speed transmission is built in with a low gear speed, a help in working with all precision cut gears and especially designed gear box





CENTURY SPRAYING

is the coming thing...
where Cotton is King!

\$ Cuts chemical costs as much as 30% to 50%.

\$ Spray any time during the day — windy or not!

S Poison and cultivate — all at the same time!

Dealers' Sprayer sales should equal or better duster sales in 1951, according to a December, 1950, survey of leading Southern farm implement distributors.

Model "D" fits standard tractors — Universal type mount; all brackets and braces included. Mounts with or without cultivator.

Ruggedly Constructed — Tractor - seat control of pressure and flow; directorive, power take-off pump develops pressures to 125 lbs.; 3-way filtering. Adjustable to any row spacing from 18 to 21 inches or 36 to 42 inches. Boom height adjusts quickly from 12 to 60 inches above ground. Tank mount included.

Competitively Priced - Outstanding appearance. Sells fast on "Better Performance."

Sell a Complete Sprayer Line—Century makes 1, 2, 4, 6, and 10-row Sprayers (5-ft. to 33-ft. booms); tractor, trailer, truck models; units to mount with a cultivator; hand spray gun model. Prices from \$99.50 F.O.B. factory. Dealer Franchises still available —Get in touch with your nearest Century distributor listed below. You'll find it profitable to "cash in" on the swing toward spraying in 1951. Ask for complete details on the entire line of Century Spray Equipment don't be caught short, phone or write your Century Distributor today!

CENTURY
Distributor near you
TODAY!

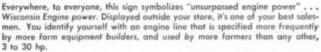
Southern Century Distributors:-

R. C. Cropper Co., Macon, Go., Servis Equipment Co., Dallas I, Texas: Stratton-Warren Hdw. Co., Memphia 2. Tenn., Stratton-Baldwin Co. Inc., New Orleons, La.; Job P. Wyart & Sons Co., Raleigh, No. Carolina: Mitchell Sales Co., Combria, Virginia; Price Bros. Equipment, Inc., Wichita, Kan.

CENTURY ENGINEERING CORPORATION Farm Equipment Division • Cedar Rapids, lowa



The Sign your customers RECOGNIZE BETTER ENGINES BETTER SERVICE



But, over and above the great advantage gained in SELLING THE LEADER, you can profit in many other ways by STANDARDIZING on Wisconsin Engines. You deal with only one manufacturer. Ordering of replacement parts is made easier . . . doubly so, because of an inventory system that's unmatched for simplicity and clean-cut efficiency. Storage of parts is easier and less costly. You train your servicemen in the servicing of only one make of engine, with the help of the Wisconsin Engine Service Clinic when it comes to your vicinity. Your staff gets thorough-going information direct from a factory-trained expert. And you speed up your shop volume, lower your costs and increase your profits and customer good will.

If there is no Wisconsin Engine dealer in your locality, write for the name of the distributor who serves your territory. If you are already a dealer, display your Wisconsin Engine Dealer Sign PROMINENTLY . . . PROUDLY!

Nationally Advertised

national, regional, and state publications, reaching almost every high-income farmer in the United States and Canada. You, too, can benefit by promoting Wisconsin Power

No. 1 Engine Line



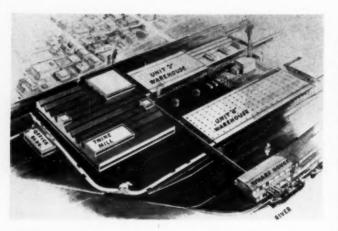




V-type 4-cyline 15 to 30 hg

WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines MILWAUKEE 46, WISCONSIN



equipped with a handy oil cup.

The cultivator lift is adjustable from the handle to give positive action in control of cultivation and is furnished with the patented Handy-Dandy positive drive clutch. It has a 25" width for straddle or between row cultivation.

All-metal wheels or rubber tires are available.

I-H to Construct Twine Mill in New Orleans . . .

NTERNATIONAL HARVESTER Co., 180 N. Michigan Ave., Chicago I, Ill., will construct a new twine mill in New Orleans on a 10-acre tract of land located on the Mississippi River.

The project, which will consist of both a mill and an office build-

ing, will cost more than \$2 million and is expected to employ approximately 750 men and women. Excavation work is already underway, and construction will begin when the necessary building materials can be accumulated.

The twine mill, which will manufacture twine used by farmers to bind small grain, corn, hay, and straw during harvest, will be a one-story sawtooth-type building and will contain about 224,000 square feet of manufacturing space. Included also will be the latest ventilation equipment particularly adapted to the manufacture of twine, and a water sprinkler system which will control fire hazard. The office building will have approximately 6,000 square feet of space and will be air-conditioned throughout.

From 1923 to January, 1942, International Harvester operated a twine mill on the Industrial Canal in New Orleans, but gave up its lease to the building it was occupying because the property was requisitioned by the government for military usage. At that time, the company was unable to build a twine mill in New Orleans because of wartime restrictions.



Gould's Pumps Inc. Seneca Falls, N. Y.

Gentlemen:

As you know, tanks are mighty scarce these days - and pipe is no better. I've had great luck pushing your Balanced-Flow Jet, because it's tankless and uses less pipe than other pumps. It's a "natural" at this time. Perhaps you'd like to pass this thought along to other Goulds dealers.

Howard H. Davies, Lincoln Davies Co., Inc. Paris Station, N. Y.

THANKS FOR THE TIP, MR. DAVIES

It's a good tip-one that will give every Goulds dealer a "jump" on competition at this time, on shallow well installations.

Feature the tankless Balanced-Flow . . . install it wherever you can. You'll minimize shortages . . . keep your water systems volume and profits up!

We're Telling Prospects to look for the Balanced-Flow. This excerpt is from one of our national advertisements, as it is appearing in leading farm and home publications. It'll pay you to stock - and push - the Balanced-Flow now.

AIR HOW mons an ... Dest of all, it's low price See it . . . compare it . . . buy it!



The BALANCED-FLOW Jet needs no tankless pipe

> than other units . . and these are scarce and expensive items today!

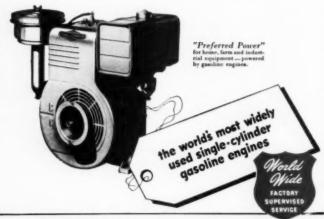
Write for the name of your Goulds distributor.

Goulds Pumps Inc. Seneca Falls, N.Y.

More than 5,000,000



The performance record of more than five million Briggs & Stratton single-cylinder, 4-cycle, air-cooled engines speaks for itself. BRIGGS & STRATTON CORP., Milwaukee L.Wis., U.S.A.



In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

"Land of Plenty" Distributed by F. E. I.

WITH THE TITLE, "Land of Plenty," a 64-page booklet produced by the Farm Equipment Institute may well come to be known as the encyclopedia of farm practice.

"Land of Plenty" is, in one respect, a case history of the farmer, tracing him in his drudgery-laden lot through the eras of gradually diminishing toil to the present and pointing out that only in a little more than the last 100 years has the miracle of transformation taken place on the farm.

How this transformation has been instrumental in lifting America to the pinnacle among nations is suggested in this foreword:

"The change from hand to power methods in American agriculture in little more than a century is one of the most far-reaching transformations in human history. Farm mechanization has lifted drudgery from the backs of those who produce our food and fiber. It has brought an abundance never before known in any land or era. At the same time, it has released man power from the farm to make possible our great business and industrial progress. For this Miracle of America, the farm equipment industry and its dealers can take justifiable pride, remembering that it could never have been possible except in a land where the minds and hearts and hands of men are free."

Factual Content

Factual content alone stamps the booklet as an outstanding value at any level of the farm equipment industry. Yet a thread of historical romance runs through the text, making for interesting reading as well; while enlightening and clean-cut illustrations—of which there are almost 175—should catch even the interest of the younger generation.

Then there are chronological tables on the man hours necessary to produce crops and the conclusion relates how mechanization has created for the farmer, "The Better Life."

"Land of Plenty" was written by Bert S. Gittins of Milwaukee, Wis., in collaboration with members of the advisory council of the Farm Equipment Institute. This council as of 1950 was headed by



27'' IMPERIAL Roller Type Mower Powered with 3.1 HP Briggs & Stratton motors, new positive reel adjustment and new all-steel welded deck, heavily reinforced. Available with or without riding sulky.

'KLIPPER"

in two sizes

18" and 20"
Cutting Widths

EXCLUSIVE Cooper FEATU

- Fully enclosed chain drive
- Oversize enclosed Timken bearings
- Unbreakable tubular steel handles
- Patented, positive action non-wearing clutch
- Extra strong, zinc die cast alley construction
- Zinc die cast alloy drive pinions with hardened steel inserts
- Patented "Quickset" height adjustment with a range of ½" 10 2½"
- Power driven weed clippers (optional)
- Plus the always dependable Briggs & Stration motors

No Other Power Mower Can Match It!

There still may be a valuable Cooper Dealer Franchise open in your territory. Write or wire us TODAY for information.



BUILT FOR THOSE WHO WANT THE BEST

Le Olou ka kita marani pirani pirana karana karana karana karana

B. D. Grussing of the Minneapolis-Moline Co., as chairman and C. N. Karr, Allis-Chalmers Manufacturing Co., as vice chairman, with these members:

Members

J. H. Dalton, Massey-Harris Co.; H. Joseph Hull, Jr., Machine Division, The Sperry Corpn.; C. D. Leiter, the F. E. Meyers and Bro. Co.; W. O. Maxwell, International Harvester Co.; R. D. Merrill, The Oliver Corpn.; L. L. Morgan, Caterpillar Tractor Co.; J. F. Pedder, Dearborn Motors Corpn.; H. M. Railsback, Deere and Co.; John Ranson, B. F. Avery and Sons Co., and F. A. Wirt, J. I. Case Co.

In announcing to the Farm Equipment Institute at its convention in Chicago in October that "Land of Plenty" was ready for distribution, Chairman Grussing said the booklet told "how and why modern farm machinery has helped America make more progress in a little over 100 years than was made in all civilization" previous to them.

Grussing said that five years of effort had gone into the work, but that the council proposed to continue working and improving, and this is indicated by the designation, "Preliminary Edition" on the title page.

"Land of Plenty" is available at the rate of 25 cents the copy, in small quantities, and at a more attractive price in large quantities, from the Farm Equipment Institute, 608 South Dearborn Street, Chicago.

At that price it is one of the best bargains in preferred reading. especially for anyone with an interest in the farm equipment industry.

Flinchbaugh Introduces Electric Feed Carrier

Penn., is now marketing a new electric power litter or feed carrier for lifting or lowering tons of feed or litter on the farm. The hoisting unit, complete with motor, trolley, cable and hooks, will travel on any size or type of track and around any curve, it was announced

The unit is recommended for a hoisting unit for 500-lb. loads

either as a stationary unit or along the track. Special milk-can hook can be purchased to use the unit for lifting and lowering two milk cans at one time.

The unit also can be adapted as power unit at 62 r.p.m. for running grindstone, corn shellers, concrete mixers, or ice cream freezers, it was announced. Complete descriptive folders are available from the manufacturer.



Set up a Hypromatic Pump with the simple, attractive display that is available for counter or window! Write TODAY for complete information!

THE HYPROMATICS

Users are the Best Boosters for PAPEC FORAGE HARVESTERS



We constantly receive unsolicited letters from customers telling how well pleased they are with their Papec Forage Harvesters. Many of these cusomers have owned or used other makes of harvester before buying their Papecs, so they know comparative values!

Such letters do more than tell us of our customers' satisfaction. They are actual reports of field operation of Papec Harvesters on all kinds of forage, under all types of conditions. They are the best evidence that Papec Forage Harvesters have what it takes. A few good territories are open for aggressive dealers. We'll be glad to talk over representation with you if you'll write Sales Manager, Papec Machine Co., Shortsville, N. Y.; 22 S. Senate Ave., Indianapolis, Indiana; 2925 Chrysler Rd., Fairfax Industrial District, Kansas City, Kansas,

GOOD LINE TO HANDLE

FORAGE HARVESTERS

ENSILAGE CUTTERS CROP BLOWERS HAMMER MILLS

HAY HARYSTERS FEED MIXERS

HYPRO ENGINEERING, INC.

EASY TO INSTALL



Security and profit for farmers . . . for dealers, too . . . as grasslanding is made even more profitable by the great "77" New Holland automatic pick-up baler. Up to 10-ton-per-hour capacity.

Grassland farming means greater savings to farmers ... more profit for you!

 Rewards for grassland farmers are twofold. Grasslanding prevents erosion, nourishes soil. It cuts production costs as well.

Typical of such savings is the report of the Dairy Research Farm, Sussex, N. J.: Grass silage brought savings up to \$2.50 a ton over corn silage.

This is one reason why so many farmers are growing grass as a crop—for profit and for future security. Because they do, grasslanding means greater profits for New Holland dealers.

New Holland long the leader

Pioneer in making the first automatic pick-up balers, New Holland again proves its leadership in grasslanding with its great "77" automatic pick-up baler . . . and with a complete farm-engineered line of grassland farming machines. Today, New Holland is the world's largest maker of automatic pick-up balers. Farmers know this—and dealers profit.

Cash in on the big swing to grasslanding

Wide-awake dealers are enjoying security and increasing their profits by selling the "77" and the complete New Holland line. If you'd like to take over a dealership that may be open in your territory, write us. We'll be glad to talk things over.

WHY TODAY'S GRASSLAND FARMERS TURN TO NEW HOLLAND



Handles up to 15 tons of grass silage an haur, preserves mare nutrient-carrying leaves, lets one man do



Moves up to 30 tons of greenchopped hay, 40 tons of silage, an hour, Low 22" operating position permits placing wagon over auger.



Has extra-wide gathering points. Cuts corn at but lifts it anto apran base first Handles up to 20 tons as



Double the capacity of any other wire-tie baler on the market. The knot in exclusive "inline twist" that will not pull loose or unco i.



NEW HOLLAND MACHINE COMPANY, NEW HOLLAND, PA.
A Subsidiery of the Sparry Corporation
Ainneapolis - Des Moines - Kansos City - Bruntford, Ondario



M-M Calendar-Yearbook Now Being Distributed

DISTRIBUTION of what is considered to be the most wide-ly-circulated calendar - yearbook was started recently when Minne-apolis-Moline Co., Minneapolis, Minn., began mailing the 1951 edition of its yearbook, which this year will feature farm safety and soil conservation.

Nearly two million yearbooks were printed this year, and for the first time in several years the yearbook again appears completely in four colors. Within its 24 pages is found information not only on M-M products, but also such information as farm safety and soil conservation to farmers everywhere.

M-M dealers will assist in the distribution of the yearbooks, a large proportion of which will be imprinted with the name of the dealer.

Gas-Saving Gauge for Tractor Owners

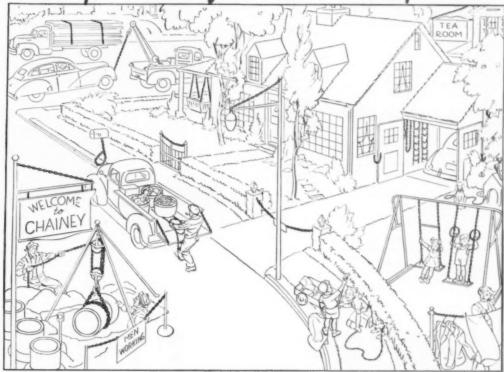
GALE HALL Engineering, Inc., Boston, Mass., announces that its Mile-O-Meter gas-saving gauge is now available for use on tractors. Permanently mounted in any position on the tractor, the instrument shows the operator how much gasoline he is using, what throttle position is best under every condition for most economical operation, and when some correction should be made in engine adjustments.

The gauge can be used also to check the efficiency of spark plugs, carburetor, valves, timer and some 30-odd other parts, as well as to check on booster air brakes if the tractor comes so equipped, it was announced.

The Mile-O-Meter is easily installed. The manifold comes drilled



Add up the uses for chain in this picture!



BE CAREFUL, better check to make sure . . . you're liable to miss one or two at first glance. There are 23—check again.

And you're liable, too, to be missing a lot of opportunities for chain sales right in your own neighborhood. It will really pay you to stop and size up the situation.

From dog leads to towing chains, you'll do better with Campbell. The Campbell Chain Merchandiser will make your sales easier and more profitable... you stock it with the sizes and types most popular with your customers. Campbell Chain is also available in sturdy Cam-Pak containers, for attractive display and easy dispensing. See your wholesaler or write taday for complete information!



CAMPBELL CHAIN Com.

Main Office-York, Pa.

Factories-York, Pa. and West Burlington, Iowa

Chain in regular and hot galvanized finishes in sizes %", "4", "16", "4".

New, sturdy display mer-

chandiser with easy-to-use

chain cutter . . . stocked

with the chain assortment of your choice.

Tough fibre-board CAM-

PAK container available

for Proof Coil and BBB Coil

with an eighth-inch pipe tap above the carburetor. You remove this, insert the fitting which is supplied with the gauge, run a hose from the gauge to the fitting, start the engine, and the motor condition is noted immediately on the gauge. To check a plug, the operator shorts the plug out. The gauge should return one full division: if more than a full division, the wires of the plug are too far apart; if less, they are too close; if the gauge needle does not return at all, the plug is not firing.

The gauge has a 514" independent, non-corrosive, phosphor bronze movement; a cushioned pinion: and is balanced within a grain, Atmospheric changes will not affect any of the moving parts. which are guaranteed against all hazards except actual crushing for the lifetime of any car or tractor.

New Massey-Harris self-propelled combines now in pro-duction for 1951. Improvements phasize comfort and convenience, both units continue to feature balanced separation. A new ladder features high hand rails up to and above the plat-form, and full depth steps for safety and ease in getting on and off the machine. The new units are available in the Super 26, with 10 and 12 foot cut, and the Super 27, in 12, 14 and 16 foot sizes



New Improvements in M-H Self-Propelled Combines . .

MASSEY-HARRIS Co., Racine, Wis., announces that its Super 26 and Super 27 self-propelled combines, now in production for 1951, will have several new im-

provements-the results of field testing by M-H combine engineers, who each year operate a fleet of test combines, following the harvests across the country. As a part of the Massey-Harris program, the machines cut their way through six different harvests, starting in the extreme South and working northward into Canada, crowding four



PICAYUNE, MISS.

OBERDORFER FOUNDRIES, and.

OBERDORFER PUMPS
AGRICULTURAL
INDUSTRIAL
FIRE
MARINE

SYRACUSE 1, NEW YORK

The Questionable Future of Agricultural Spraying in 1951

The effective control of insects and weeds by low pressure spraying is attested to by the hundreds of thousands of bronze rotary gear pumps Oberdorfer has placed in the field during the past four years. Our Federal Government, in this emergency, requires substantial crop production increases for the coming season.

From cotton in the Mississippi Delta thru wheat in North Dakota, oats in Oregon and on to tobacco in the Carolinas, the harvest of most every major agricultural crop in this country may be materially increased by following recommended local spraying procedures. This will involve the use of a spray machine equipped with one of the many styles and types of all-bronze, low pressure rotary gear pumps for which this company has been the internationally accepted manufacturing standard for over fifty years.

There is no question but that there will be an acute shortage of such low pressure spraying equipment as a result of the increased acreage to be sprayed plus the recently approved low pressure spraying program about to be placed in operation on a large scale thruout the cotton belt. There will not be enough pumps to go around.

We request that all dealers and distributors of spraying equipment using the Oberdorfer Pump estimate their demand without delay and place their orders with spray equipment manufacturers as soon as possible. Then we both may present to the Director of the Office of Production & Marketing Facilities, U. S. Dept. of Agriculture, in Washington, concrete evidence of our metal requirements so that metal may be allocated by the Federal Government in sufficient time to be of use in the 1951 spraying season.

Agricultural Pump Division Oberdorfer Foundries, Inc. Syracuse 1, New York



years of ordinary use into about seven months.

The 1951 self-propelled combines have a new type upholstered, spring-filled cushion and backrest that takes less space on the platform. The seat is adjustable and can be tilted back to give more standing room for the operator and to protect the seat from weather when the machine is not in use.

The design of grain tank unloader auger now permits greater clearance for trucks with high grain boxes. The shaker shoe shaft is mounted on ball bearings, front and rear hangers are mounted on rubber bushings for increased efficiency. Provision has been made also for speeding up the knife, assuring maximum cutting efficiency at high ground speeds. The multiple speed drive, which formerly provided 24 speeds, now gives the operator 32 forward speeds from which to choose for proper field travel in all types of crops.

New Idea Introduces Two New Farm Implements . .

NEW IDEA Farm Equipment Company, Coldwater, Ohio, has introduced two new machines

to its line of hay tools, manure spreaders and corn handling equipment: a power take-off manure spreader and forage wagon, and a power take-off fertilizer distributor.

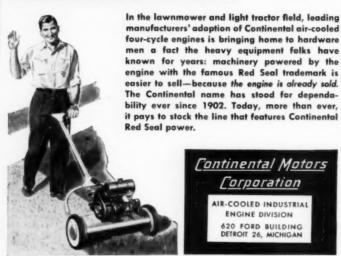
Features of the new spreader include: power take-off driven beaters and distributor, 125 bushel capacity, and flared sideboards for bigger loads and easier loading. The distributor assembly is removable, to make the spreader a self-unloading wagon. Additional sideboards can be installed to give the wagon a capacity of two tons of chopped grass. The unit is designed for large farms, feed-lots, and regions where it is often necessary to pile manure in the field when spreading is not possible, due to soft or slippery ground.

The new fertilizer distributor, the only P.T.O. operated machine in the field, is said to give positive delivery in amounts from 30 to 3,000 lbs. or more per acre. Power take-off driven chains deliver a measured amount, regardless of traction, turns or rough ground. Agitator blades, driven by the wheels, keep material broken up and insure positive delivery.

The new distributor handles all commercial or granulated fertilizer mixes and offers increasing use of high analysis fertilizers to farmers. Chains may be moved for band spreading. Capacity is approximately 1200 lbs., and delivery is regulated both by adjustable gates over feed chains and by power take-off speed.

GET BEHIND THE LINE THAT FEATURES CONTINENTAL RED SEAL POWER









OPERATES IN ALL POSITIONS, VERTICAL, HORIZONTAL OR UPSIDE DOWN HANDLE SWIVELS IN ARC.



Chain Enables Lifting Trucks at Various Points Such as Bumpers, Brackets, Draw Bers, Axles.



Easily and Quickly Pulls and Spaces Tractor Wheels.

Lifts from Below Its Own Base Level with Chain and Grab Hooks, Pulls Trucks, Machinery, Tractors Out of Ruts, Chuck Holes, Ditches.





In Upside Down Position Grabs and Lifts in Low, Hard to Get at Places. Lifts Like a Toe Jack.

Yes, the New Wissota Hydraulic Farm Utility Tool is different! It features an exclusive, patented swivel handle that gets away from any interfering obstruction. Its patented construction features give it amazing versatility and make it the handiest, most useful of farm tools! Easily, quickly and economically accomplishes dozens of difficult repair and lifting jobs on the farm.

Here Are Some of the Jobs the All Position WISSOTA Jack Will Do Easily and Quickly:

- Bending, Spreading, Pushing, Pulling.
 Pulling Gears, Pulleys, Sprockets, Etc.
 Pulling and Spacing Tractor Wheels.
 Lift Tractors, Trucks, Machinery, Etc.
 For Awkward Machinery Repair Jobs and Leveling Up and Repairing Outbuildings.
- Pulling Posts, Stumps, Etc.
 With Chain Lifts from Below Its Own Base Level, for Lifting Stalled Tractors. Machinery, Trucks, and Cars Out of Ruts or Chuck Holes.

 Stretching Fence Wire.
- . Doing Jobs Which Other Jacks, Which Do Not Operate in All Positions and Without Swivel Handle, Cannot Tackle.

Write Today for Complete Information - Dept. 20

WISSOTA MANUFACTURING COMPANY MINNEAPOLIS 4. MINNESOTA



Pulis Posts and Stumps, Stratches Fencing, etc.

The Patented and Patent Pending Fea-tures Make It the Most Valuable Farm Too!



USED WITH J 2.5W Wagon Lift

The Wissota Hydraulic Farm Utility Tool fits easily and quickly into Wissota Wagon Box Life Frame for lifting and dumping boxes of any make. Has plenty of extra power to make job easy and smooth. Combination Unit, List F.O.B. Minneapolic 657



ending and Spreading Jobs Are Quickly and asily Accomplished. Repairs Damaged and Bent Machinery.

Manufacturers of WISSOTA Top Quality Tool and Sickle Grinders and Abrasive Wheels



FOR HOME, FARM and INDUSTRY

Now you can depend en a single source of supply for your pump requirements. Now you will be able to offer from Red Jacket's complete selection, a pump that will meet the needs of over 90% of your trade. The new Centri-Jet "A" model shown above is just one of the many modern, quality-built, compact, service-free groups in this great extensive line.

THE CENTRI-JET "H" LINE

This new line of single-stage horizontal type injector pumps is a companion line to the multi-stage units above. Included are design and operation features that make this line of pumps the most economical to install and operate with a minimum of service and maintenance.

THE RED JACKET-REDA LINE

Here is the latest in pumping equipment, the new "Submerga-Pump" The pump that is completely submerged in the well—out of sight. Pump and motor are close coupled and are lubrication free. Available in a wide range of sizes for wells as small as 4" in diameter. The pump you don't see—can't hear—never lubricate. Requires only one small pipe from pump to tank.





New All-Steel Flare Type Wagon Box . .

A NEW all-steel flare type wagon box, latest addition to the Plato line of crop-handling equipment, is announced by the BBB Manufacturing Co., Plato, Minn. The new box features all hi-tensile steel construction with new, wide opening end gate, an extra strength bottom panel, and channel iron side bracing.

Inside length is 10 feet, 6 inches; depth is 37 inches with a 54-inch flare, giving it a big crop hauling capacity of 115 bushels of grain.

The flare box is made to fit the

Plato B-5 wagon, as well as all standard farm wagons. A 90-day warranty is made against defects on parts and workmanship.

Case Announces Automatie Twine-Tie Baler

THE J. I. CASE Company announces the introduction of an automatic twine-tie baler, to be known as the NCM-T. The new baler has all the advantages of Model NCM slicer baler, which was introduced 10 years ago.

The new unit has a simple, positive self-tying mechanism which













































WITH A MASSEY-HARRIS TRACTOR AND EQUIPMENT

Today's farmers are discriminating buyers . . . especially when it comes to buying tractors and equipment. This is why Massey-Harris sales have doubled and redoubled during the last few years.

Massey-Harris tractors furnish sure, steady power for every job. Their modern design and over-all ruggedness

assure farmers extra years of low-cost, dependable service.

Teaming up with the big family of Massey-Harris tractors is a complete line of Massey-Harris mounted and semi-mounted equipment . . . tools for plowing, bedding, planting, cultivating, harvesting - practically any job you can name. Quick hookups, Depth-O-Matic two-way hydraulic controls, simple adjustments make good work easier,

Consider the advantages of a protected franchise on a pace-setting line of farm implements - supported with sales-building advertising and merchandising - and you'll see the OPPORTUNITY a Massey-Harris dealership offers!

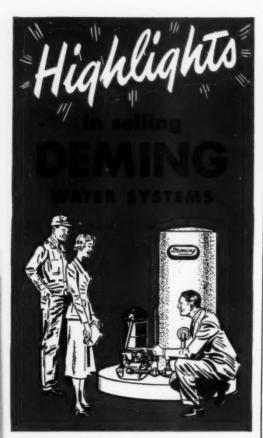
If you're interested in selling complete line of farm machinery that's both popular and profitable, it will pay you to check on the Massey-Harris program. Valuable franchises are open in some territories. Yours may be one! Write or wire your nearest branch for details.

THE MASSEY-HARRIS COMPANY Quality Avenue . Racine, Wis.

Branches in Atlanta, Go.; Batavia, N. Y.; Branches in Atlante, Go.; Bestevie, N. Y. Columbus, Ohio; Dallian, Taxası, De Molines, Iowes, De Molines, Iowes, Edmonies, Iowes, Kansaa City, Kan.; Mamphis, Team.; Minneapolis, Minne.; Omedia, Parland, Ore.; Bacina, Wis. Stockton. Calif. Sub-hemoches: Ballia Chila; Farpe, N. B.; Grand Forks N. D.; Harrisbory, Pa.; Las Angeles Colifi., 30. Louis, Mo.; Wichtle, Kan.

Massey-Harris Tractors built in 6 power sizes and models for every farm, p and purpose.

Make it a Massey-Harris



"BARGAIN-SEEKERS" need YOUR help in buying an electric water system. Tell them a price tag is the least important point to consider. The price of a good water system is soon paid for in time saved and profits made through labor-saving and other advantages. The real "bargain" comes in the years of dependable service at a minimum cost per day for operation and upkeep. Explain the FEATURES* that make every Deming Pump and Water System so dependable, so economical, so SATISFYING to own. Help them select—from the COMPLETE Deming line—the best water system for their individual needs. No other line offers you a better opportunity to sell "bargain-seeing" customers and keep them sold!

*Features of each Deming Water System are illustrated and explained in "CATALOG F". Write for your copy NOW!

THE DEMING COMPANY

519 Broadway • Salem, Ohio





The Puritan name has always stood for quality and always will. You can depend on each product bearing the Puritan name.



MAGNOLIA — Packed in individual burlap and paper wrapped tubes. Ideal for well rope. Send for free sample.



MALLISON WEBBING— Packed in Cut Bands stitched for immediate use or in 100 ft. rolls. Send for free sample.

- Weather resistant
- Light and strong
- Reasonably priced
- For general farm use

Increase Clothes Line Sales 30%!

Now wrapped in eye catching cellophane, these two-hank peckages of Puritan quality clothes line boost sales and profit. Send for





makes firm, neat, fullweight bales, and sliced for easy livestock feeding. The ventilating device introduced in 1950 is regular equipment to provide bales ventilation for more uniform curing. When used according to the Case System of making hay, the NCM-T is said to offer the hay grower a simpler, faster way of making superior baled hay.

Special engineering attention was given to the design and construction of the NCM-T to give less weight, easier operation, easier adjustments, low cost performance, and better bales.

The Case Company is having made expressly for use on the NCM-T baler, a heavier duty twine than is commonly used. This will be sold through Case dealers.

The NCM baler will be continued in the line of Case balers, which also includes the NL, a light, 2-wheel trailer baler, and the big 17 x 22 NAPM baler for western custom operators, and the new NCM-T, a twine-tie slicer pickup baler.

Page Garden Tractors Announced for 1951...

THE PIONEER Manufacturing Co., Milwaukee 1, Wis., announces its extensive line of Page garden tractors for 1951, featuring a complete gear driven transmission, reverse gear, equipment lift, power turn, instant pin hitch, and numerous other time and muscle saving devices.



Page tractors are available in five walking models, ranging from 2 to 5 horsepower and 2 riding models in 4 and 6 horsepower. Low prices will prevail during the early 1951 season, according to the announcement.

Increased production facilities during recent months has enabled the Page sales organization to enlarge its nation-wide organization, and Page tractors and equipment are now sold through dealers in most states of the nation.

A new 24-page catalog, covering the new models, is available from dealers or by writing to the manufacturer, 1910 South 81st St., Milwaukee 14. Wis.

CONVENTION DATES

Farm Equipment Dealers' Association of the Carolinas, annual convention, Feb. 5-7, 1951. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, N. C.

Oklahoma Hardware & Implement Association, annual convention and show, Feb. 6-8, 1951. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, R. K. Thomas, 711 Wright Bidg., Oklahoma City, Okla.

Tri-State Hardware & Implement Association, annual convention, Feb. 12-13, 1951. Headquarters, Hotel Herring, Amarillo, Texas. Secretary, Marshall D. Shepherd, Box 660, Canyon, Texas.

MORE Get-upand- 60

AVERY "R" Powered to do More Work on Less Fuel!

It's powered for peak performance. The new Hi-Torque engine does the trick—produces higher compression for greater power on less fuel. That means better plowing at lower cost.



4-SPEED RANGES!

Hi-Torque power offers 4-speed ranges not just 4 speeds. Permits selection of exact speed to match job needs.

PRICED RIGHT \$ \$ \$

With all its features, the Avery "R" still costs less than comparable performing tractors. Choice of single, dual or fourwheel models. Some highly desirable dealerships open. Write:

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The new "Front-Loader" Milk Cooler which now joins the De Laval line is the milk cooler so many of your prospects have been waiting for. It ends the heavy lifting of cans when loading or unloading the cooler... it has the De Laval "Drop-In" hermetically sealed unit for easiest service... the cooling cycle is fully automatic... the handsome cobinet is all-steel, beautifully finished... it is

sanitary and easy to clean. Available in 4, 6 and 8 can models.

The new De Laval "Front-Loader" is added to the De Laval Speedway line of regular immersion-type coolers . . . and together they form the best, most complete line of milk coolers available. Interested in profitable, service-free milk cooler business? Write today.



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WATER SUPPLY EQUIPMEN



Moline Loose Tine Flexible Grapple Fork

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NOW-ONE WATER SYSTEM

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Shallow Wells
Regular Pressures
High Pressures

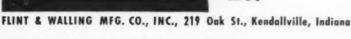


It's the new F&W Multi-Purpose Water System. You can install it on a shallow well and then, at any time, change it for deep well use. You simply take the ejector off the pump and put it down in the well as you would with any two-pipe deep well jet. The Multi-Purpose comes with the standard 42 gallon tank or as a "package" with the compact 12 gallon tank.

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DEALERS!

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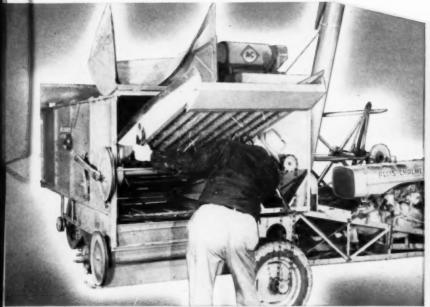
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That's the way to set your service shop apart in the minds of farm equipment customers. Through local newspaper advertisements like the one shown here, Allis-Chalmers dealers are selling the value of factory schooling.

Supervised training equips A-C dealer personnel with a knowledge of their line found nowhere else in the community. But such an investment in job-schooling — by both dealer and company — brings full returns only when customers realize its importance.

Every farm equipment service dealer has a stake in this program. The whole industry benefits as farmers are sold on *getting farm equipment service only from farm equipment men*. It's the sound answer to cut-rate competition from unqualified operators.





There is no substitute for thorough knowledge of the products you sell. Trained service personnel can be a dealer's most profitable contact men.

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